

LIFE

AN INTERNATIONAL TROUBLEMAKER
NEHRU'S FRIEND, MENON



THE BIG TEN LOOK:
COEDS FROM MICHIGAN STATE

20 CENTS

OCTOBER 25, 1954

“If you're all mixed up
about cigarettes...turn to
Old Gold...a treat
you can trust!”



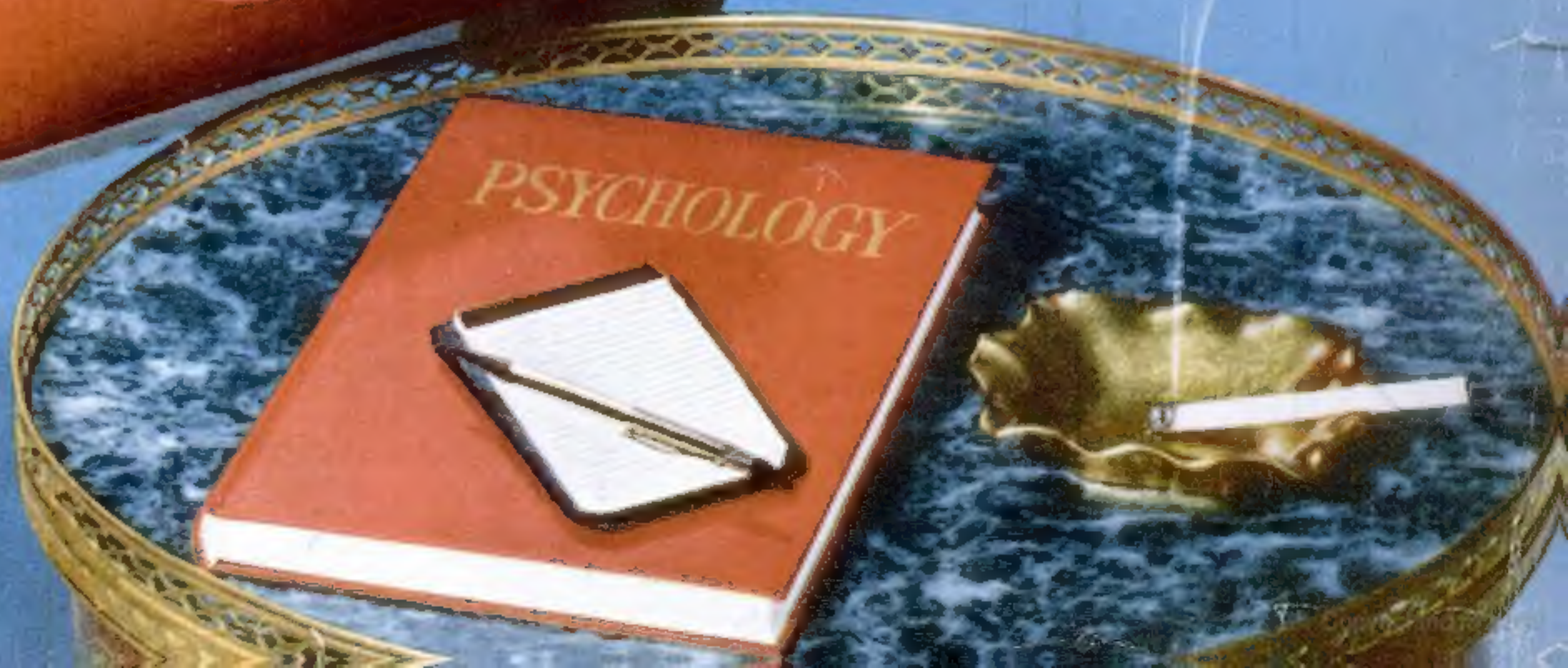
ENJOY A TREAT
INSTEAD OF
A TREATMENT!



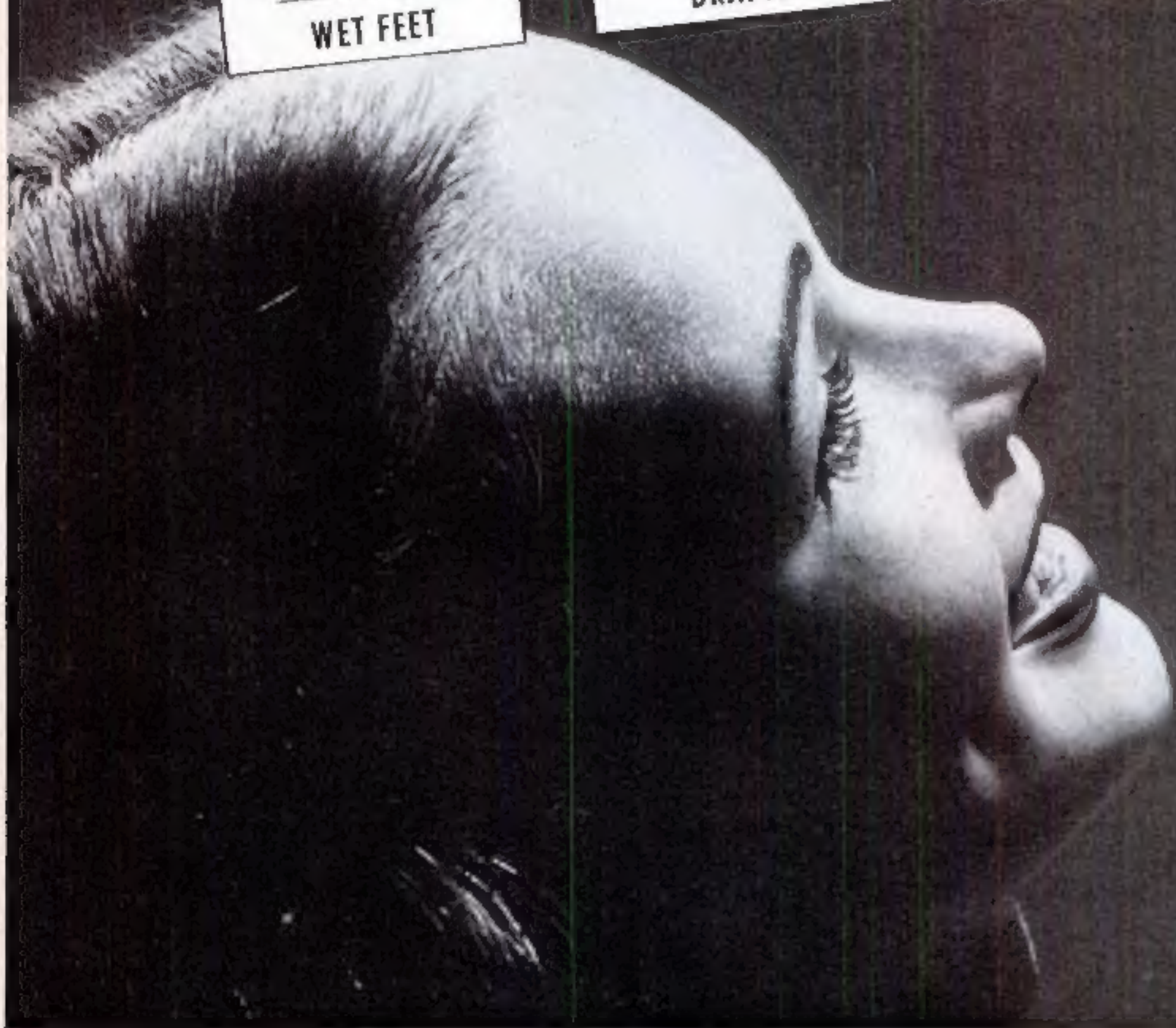
No doubt about it—Old Gold gives you
reassurance no other cigarette can hold
a match to.

Ever since 1760, the makers of Old Golds have
provided millions and millions of people with
the carefree pleasure of fine and friendly
tobaccos—that's almost 200 years of honest and
unequalled tobacco craftsmanship!

In both king size and regular . . . Old Gold is a
cigarette you can trust . . . a treat you can trust.



So many ways a **COLD** can get started!



At the First Sign of a **COLD** OR **SORE THROAT**

Gargle LISTERINE ANTISEPTIC—Quick and Often!

Any of the conditions shown at the top of the page may weaken body resistance so that threatening germs, called 'secondary invaders', can stage a mass invasion of throat tissue and stir up trouble.

But, if you gargle Listerine Antiseptic promptly and systematically, you can often halt such mass invasions . . . help head off colds, and sore throats that accompany them, or lessen their severity.

Kills Germs on Throat Surfaces!

That's because Listerine Antiseptic reaches way back on throat tissues to kill germs, including the 'secondary invaders', by millions.

Tests showed that germs on mouth and throat surfaces are reduced as much as 96.7% fifteen minutes after gargling . . . as much as 80% even an hour after.

Obviously, when you feel a cold coming on, it's wise to gargle Listerine Antiseptic early and often . . . to attack the trouble before it attacks you.

Remember that tests made over a 12-year period showed that regular twice-a-day Listerine users had fewer colds, and usually milder ones, and fewer sore throats, than non-users.



A Product of
The Lambert Company

**Kills germs like these
way back on throat surfaces**



(1) Pneumococcus Type III, (2) Hemophilus influenzae, (3) Streptococcus pyogenes, (4) Pneumococcus Type II, (5) Streptococcus salivarius.

These, and other "secondary invaders," as well as germ-types not shown, can be quickly reduced in number by the Listerine Antiseptic gargle.

Every week on Television "THE ADVENTURES OF OZZIE & HARRIET"

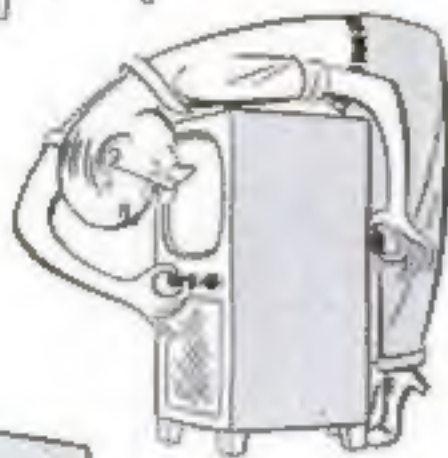
No



Grappling

with trap door panels

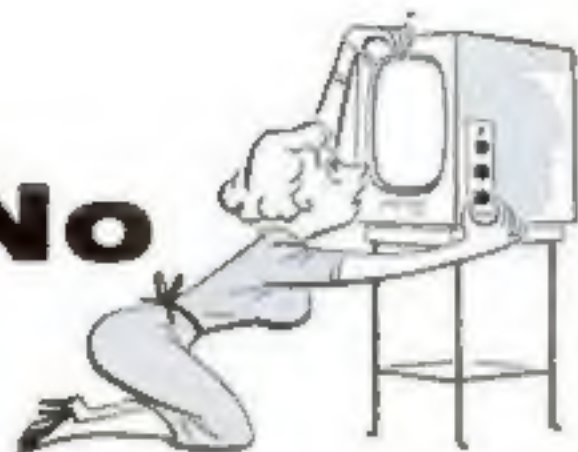
No



Groping

for knobs behind the set

No



Guessing

with "blind" side dials

**PHILCO outmodes all
"hide-and-seek" tuning
... puts Television's finest
picture RIGHT AT
YOUR FINGER TIPS!**

Now all the awkward, unsightly tuning gadgets on today's TV sets are relics of the past! In their place is a brilliant new triumph of Philco engineering and design... a beautiful Control Center that makes it child's play to tune in the world's finest, clearest picture on *all* channels, both UHF and VHF. Only 2 controls on this sleek panel (below) are visible, yet *all* controls are right up front—completely at your finger tips.



*The PHILCO "Miss America"
Giant 24-inch TV*

New Custom Styled

PHILCO.

with the revolutionary

Finger Tip Tuning System

Finger Tip Tuning is just one of the spectacular new Philco advances. Philco's All Channel Aerial has so much "Pull-In" that in 9 out of 10 areas no other aerial is needed. And only Philco is factory-engineered to convert to finest UHF reception in 3 minutes. The thrill of giant 24-inch Philco TV is now yours at a 21-inch price. New 21-inch consoles at table model prices. Your Philco dealer has the greatest values in history! Now's the time to get that "second set".

The PHILCO "Miss America"... 24-inch TV

Voted most beautiful model in television. Giant 24-inch Philco gives you 335 square inches of the brightest picture ever achieved. Yours at a price millions have paid for 21-inch consoles. Trade in for Philco "Miss America" 6110.



Lee Ann Meriwether, Miss America, 1955

A favorite American meal—made with foods you can get in Canco containers.



CHILI AND TAMALES

2 cans (1 lb. each) chili con carne
1 can (1 lb.) kidney beans, drained
1 can (15 oz.) tamales
Parmesan cheese, grated
Crisp crackers
Pickles and olives

Combine chili con carne and kidney beans in medium-size, covered saucepan; heat well. Place tamales over chili; cover and heat thoroughly. Serve with Parmesan cheese, crisp crackers, canned pickles and olives.

BOOTS 'N' SPUR SALAD

Arrange chilled, well-drained canned pears, peaches and dark and light sweet cherries with crisp salad greens in salad bowl. (Save remaining fruit for another meal.) Serve with Lemon-Honey Dressing:

$\frac{1}{3}$ cup canned or frozen lemon juice
 $\frac{1}{3}$ cup honey
 $\frac{1}{4}$ cup salad or olive oil
 $\frac{1}{4}$ teaspoon salt
 $\frac{1}{4}$ teaspoon each cinnamon and ginger

Combine ingredients; beat well. Chill. Makes about 1 cup.

DUSTY-ROAD DESSERT

Top scoops of vanilla ice cream with canned chocolate syrup or topping. Sprinkle with instant cocoa mix and chopped, canned peanuts.

BEER • ALE

For greatest convenience buy beer and ale in flavor-guard no-return cans . . . the Canco cans trademarked "Keglined."

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in the Test Kitchens of American Can Company.

Important note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can*. It's safe—and it's sensible!

Send for new booklet—
"Food for Entertaining—
Better With Beer!"

American Can Company Test Kitchens
Box 259, New York 46, N. Y.

Enclosed is 15¢. Please send me new 20-page booklet of quick, clever TV suppers, buffets and casseroles featuring foods that are specially good with beer.

NAME.....
STREET.....
CITY.....STATE.....

Round up your hungry "hands" for a Saturday

COWBOY-CHILI LUNCH!

You can rustle it up in a hurry—with today's super-delicious canned foods!

ONE CALL, and your family will come galloping—if they know you're fixin' to feed 'em this favorite "cowboy" fare. (Invite the neighbors, too!)

You don't have to spend hours getting things ready. All the major foods come in convenient Canco cans, made by American Can Company.

Fruits packed with orchard flavor. Beer in quick-chilling no-return cans. Syrup and nuts for the sundaes. And, of course, savory chili con carne and

tempting ready-made tamales.

These are only two of more than 130 different meat products you can get in Canco cans. Ham, hamburgers, lamb stew, beef steaks, scrapple, sausages—American Can makes the right shape and size can, with just the right flavor-guard lining, for almost every meat imaginable.

See if this zippy, thrifty "cowboy" lunch doesn't rate a "yippee!" from your folks!

American Can Company

Containers to help people live better



Registered Trademark of the American Can Company, N. Y., N. Y.



The American Can Company not only perfected the modern food container . . . it also developed many of the canning processes that today bring you real *on-the-spot* flavor and even more vitamins than you often get in "fresh" varieties.



Announcing the most beautiful cabinet sink in the world

You are looking at a cabinet sink your own good judgment will place above and apart as the most beautiful ever. It's the new 66-inch Diana by Youngstown Kitchens.

Streamlined in snowy white enameled steel, the gracefully contoured Diana Cabinet Sink has stainless steel back-splash and front trim. The world's finest quality, as made only by Youngstown Kitchens,

it's a glamorous start for your new dream kitchen. Bringing you every work-speeding feature, the "Diana" will be your treasured kitchen helper.

See it at your nearby Youngstown Kitchen dealer's, starting October 21. And see his many other new models of cabinet sinks and complete kitchens in long-lasting steel. For free literature, write: Dept. LF-1054, Mullins Manufacturing Corporation, Warren, Ohio.



Handy, new cutting-board drawer pops into position—top right. Partitioned cutlery drawer on left. Two of many exciting features.

Easy to clean, easy to use ... one-piece top of acid-resisting, porcelain-enameled steel. Plenty of storage space. Almost a kitchen in itself.



STEEL
Youngstown Kitchens

Sold in the United States, Canada, and most parts of the world

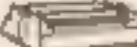
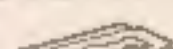



© 1954 Mullins Manufacturing Corporation



Hey Pop! Ronson's making a new kind of electric shaver ...to shave your tough old beard baby-smooth!

Because *this entirely new kind of electric shaver* has a flexible head it follows every contour of your face. Hugs not only the smooth flat areas of your beard, but also the tricky curved places in and around your nose and chin. Self sharpening and lubricated for life. It's really quiet too. No angry snarl, just a contented hum. Shaving with the Ronson is smoother, faster, easier and completely comfortable. No matter how tough your beard, or how tender your face, shaving with the new Ronson Electric Shaver is actually a pleasure, leaves your face baby-smooth every time.

Because *this entirely new kind of shaver* has a micro-thin head $2\frac{1}{2}$ times thinner than a razor blade, it gives you the closest shaves you've ever had. No electric shaver can shave you any closer than the thickness of the head. Ordinary electric shavers measure .0030 in.  A razor blade measures .0038 in.  The Ronson head measures only .0015 inches.  The Ronson shaves you skin-close, but without nicks, cuts, or scraped-skin soreness. Baby-smooth every time. \$28.50 complete with genuine leather travel case.

Due to the great demand for the Ronson shaver, you may temporarily be unable to find one in your area. Write to Ronson Corp., 31 Fallon St., Newark, N.J. for name of your nearest retailer. ©1954 Ronson Corp.

This One



AQLO-OP9-CL9N



"It takes only a
feather touch to
shut off this new
G-E Alarm!"

New
top shut-off!



CALLER \$6⁹⁸*
ALARM

Here's a new idea in alarms—an easy-to-reach shut-off button on top of the clock.

No more fumbling in the dark! *The Caller* is the ideal personal clock for night table, dressing table, or desk.

Luminous hands and numerals. Red alarm-set hand and polished brass sweep-second hand. Trim white case, midnight blue dial, shatterproof crystal. *And*—quiet, tickless, absolutely accurate time!

You'll want to buy this clock for yourself!

General Electric Company, Small Appliance Division, Bridgeport 2, Conn. *Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.

Progress is our most important product
GENERAL  ELECTRIC



FOR MILLIONS OF AMERICAN FAMILIES

New, Low-cost "Living Insurance" by Equitable

Now you can buy yourself and your family the added protection you've wanted! High cash values! Unmatched flexibility!

"Living Insurance" is a special policy designed for present-day Americans, flexible enough to meet their changing needs.

This brand-new Equitable policy is available in amounts of \$10,000 or more. Because you purchase this type of protection, you get the benefit of important savings in the form of low premiums.

For example, at age 35 the premium you pay is 15% less than before—only \$23.41 a year per \$1000. Annual dividends may be used to reduce your premiums.

You don't have to die to win. First, a man wants

to protect his family if he dies. This Equitable Policy does just that. It also pays you higher-than-ever cash benefits if you live.

New flexibility. As well as high cash and loan values, this new, low-cost Equitable Policy has unique "change-over" features. These are designed to fit the changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again—you save!

No other policy offers such flexibility at such low cost! Even if you are *not* a standard health or

occupational risk, you may be able to obtain this protection at an appropriately low special rate.

SEE THE MAN FROM EQUITABLE—TODAY

The EQUITABLE

Life Assurance Society of the U. S.

Home Office: 393 Seventh Avenue, New York 1, N. Y.

The Equitable Life Assurance Society of the U. S.
393 Seventh Ave., New York 1, N. Y.

Please send me—without obligation—further information on Equitable's new low-cost "Living Insurance."

Name.....Age.....
Address.....
City.....Zone.....State.....

1F-2

Helene Curtis has wonderful news for you!



NOW... a Hair Spray with NO LACQUER

never, never stiffens your hair!

keeps your hair in place all day!



Helene Curtis
SUPER SOFT
spray net

For all you women who've turned up your pretty noses at a Hair Spray

no lacquer

—really leaves hair silky and natural looking.



no lacquer

—softly makes your hair behave. And even hours later, just a wet comb renews the "springiness" of your wave.



no lacquer

—yet it's perfect for quick hair-dos. "Sets" pin curls in minutes.



...don't, one minute longer! For here is an excitingly new hair spray without one smidgen of lacquer. Even the perfume is new—an airy, apple-blossom sort of fragrance.

Forget wind, forget weather. Helene Curtis new Super Soft SPRAY NET holds your hair perfectly in place softly. It's so exquisitely soft, you can use it every single day, as often as you like, without even a hint of stiffening or drying.

Super soft? Oh my yes! Yet it keeps that just-had-a-hair-do smoothness all day long. "Sets" your pin curls snugly after a shampoo or for a quick redo. And it really brushes or washes out instantly.

And when you have a professional hair-do, you'll discover it's the hair spray used and preferred by better beauty salons across the country.

Honestly, Super Soft SPRAY NET is the newest, nicest, most delightful thing that could happen to your topknot.

We're just as proud of our Regular SPRAY NET!

Hard-to-manage hair... hair that's overdue for a permanent needs the more persuasive control of Regular SPRAY NET. So if you're one of the millions who have used it and loved it—don't change. Regular SPRAY NET, the finest of its kind, is for you.



\$1.25
plus tax

SUPER SOFT
OR REGULAR

LIMITED TIME ONLY

FREE!

a generous
purse-size bottle of

Tweed
PERFUME

with every purchase
of SUPER SOFT or
REGULAR SPRAY NET

Buy SPRAY NET, Regular
or Super Soft and get a gift of
Lentheric's TWEED, the one
fragrance above all others...
to wear anytime, anywhere!



FREE!

*T. M. REG. U. S. PAT. OFF.

Now there are two SPRAY NETS... Super Soft or Regular, both wonderful!

Every inch an active storehouse of power!

When it comes to performance, it's what's inside the battery that counts. Every inside inch of a Delco battery that *ought* to be working, *is working*. No space is wasted! By achieving this effect, Delco engineers have made Delco batteries unsurpassed at handling the thirty or more jobs required of electricity in the modern car.



✓ Check these Delco features

FULL-SIZE PLATES

No fillers or spacers are used in Delcos, as in some batteries that look as big. Delco is 100% an active storehouse of real power.

POWER-FULL CASE

Specially designed, genuine hard rubber for each Delco model; newly engineered for 50% higher impact strength that withstands road shocks.

GENEROUS LIQUID RESERVE

Plates amply covered for 4,000-6,000 miles of normal driving, yet there's none of the false security of excessive reserves.

EXCLUSIVE "EXPANDER" FORMULA

This feature of the negative plates means greater cranking power, reduces harmful granulation. Patented! It's only in Delco!

Always replace with a

DELCO BATTERY

Original equipment on more cars and trucks than any other brand

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE



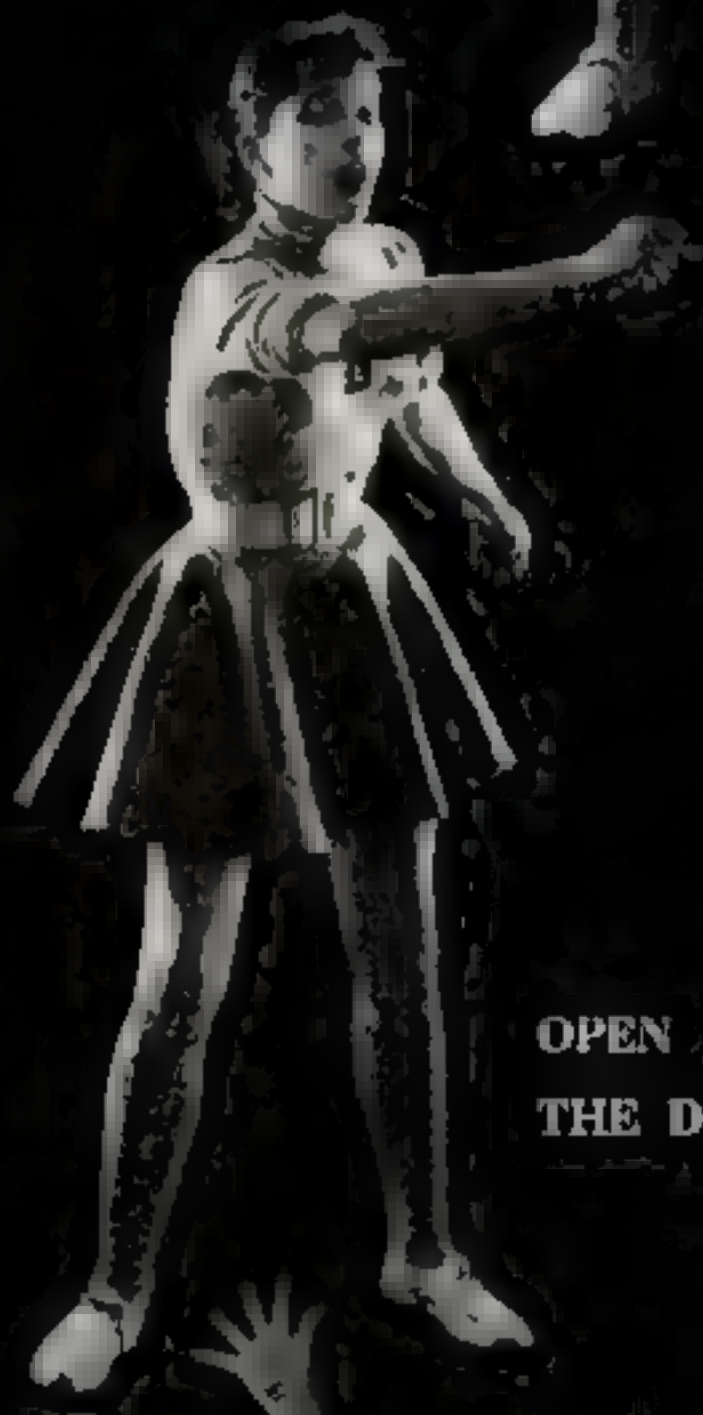
CALIFORNIA
ORANGES



TEXAS
CACTUS



WE PLAY



OPEN
THE DOOR



ROLL OUT
THE MAT



COME ON



BIG DOG



LITTLE
DOG



FLAPPY-EARED
PUP



COME ON

SPEAKING OF PICTURES

School yells' saucy rhymes inspire
a cheerleader's exuberant rhythms

Mia Fonsagrives, an eighth-grade student at the Dalton School in New York City, is a member of a cheerleading squad whose yells have more rhyme than reason. Mia's father, Photographer Fernand Fonsagrives, watching his daughter practice, has grown immune to the words. But he delights in Mia's graceful movements as she leaps and twists her way through the cheers. Here, in action photographs of Mia taken with a rapid-sequence camera and captioned with some of the Dalton words, Fonsagrives has captured the balletlike rhythms and patterns of what he calls "the gay exuberance" of cheerleading.

ANY SCHOOL

JUST FOR
PRACTICE

DALTON

LET'S KNOCK
'EM

FLAT

DALTON

LET'S CHEW
'EM

UP

YOUNG MIA AS A MODEL



PRACTICING for a model's career, Mia faces her father's camera. She hopes to follow after her mother, Lisa Funnsgarves, a famous fashion model.



WORKING, Mia poses at a stable with an artist friend for photographs by her father to illustrate a magazine story on the joys of living in the country.

THE ASTOUNDING PROGRAM

*that Speeds Up
a child's progress
in school*

**USES 7,255 COLORFUL
PICTURES**

*to do the work of words that may mean one thing
to one child and something else to another*

This is to parents who have tried to help their children in school work.

Leading educators are aware that some children are being given today a heavy load of work to do outside the schools. This is because of the great teacher shortage and the overcrowding in classrooms.

But the greatest problem is that parents, eager to help, do not have the time or the equipment to do so.

This situation has brought about the development of home aids for children. These home aids are to an unusual degree in picture form, because the new way of teaching recognizes possible misunderstanding of words. Pictures, however, tell the story clearly and unmistakably. This work contains 7,255

colorful pictures designed to speed up a child's progress in school, and to short cut tedious study.

Now, this great help, which one might expect to be costly, can be placed in any home through this program, and it costs no more than usual school supplies.

Almost every parent who has seen this has instantly wanted it. More copies are available. Send for the complete information on how you may help your child this easy way. Act today! Time is important. Free booklet gives you the complete facts.

**Lighten your child's work
Now! MAIL COUPON!**

ENDORSED
by
LEADING
EDUCATORS

HELPS OFFSET THE
TEACHER SHORTAGE
and
OVER CROWDING
OF SCHOOLS

Get FREE Booklet!

BRITANNICA JUNIOR, DEPT. 5-B
425 N. Michigan Avenue, Chicago 11, Illinois

Please send me the FREE Booklet you are offering
in cooperation with the unique visual aid program.

Name _____

Address _____

City _____ Zone _____ State _____

In Canada write: Britannica Junior of Canada, Ltd., 417 Terminal Bldg., Toronto, Ont.



V-8* starts with 8 healthful vegetable juices...
but doesn't stop there!



Even Livelier Flavor than tomato juice!

Even Fewer Calories than orange juice!

Here in V-8* are combined the best of all possible juice virtues. Here is the juice flavor you've always hoped for . . . lively, rich, refreshing. Here, too, is a plentiful supply of valuable vegetable vitamins and minerals. And if you're watching weight, note this: one 6-ounce glass of V-8 averages less than 40 calories—about half as much as fresh orange juice!

These remarkable flavor and nutritional features of V-8 come from 8 different juices of fresh-picked vegetables—pure, natural juices blended into smooth perfection by a Campbell process that has never been equaled.

Get V-8 soon and get plenty. For you'll find every member of your family wanting it at mealtime and between meals, too.

. . . by the makers of *Campbell's* Soups

*V-8 is a trademark owned by the makers of Campbell's Soups.

V-8 is a delicious blend of 8 different juices—the pure, natural juices of fresh-picked tomatoes (the Campbell Tomato, of course), celery, carrots, spinach, lettuce, beets, watercress, and parsley.



Satisfies the modern taste for

full rich flavor without over-sweetness

Karo Syrup brings out the
natural good taste of your food



- "Never too sweet"
- "Always full-bodied and satisfying"
- "Rich in dextrose—Nature's mildest, most digestible sugar"

When you want to add flavor... without the over-sweetness you get from most table syrups... pour on Karo. Your family will really enjoy this rich flavorful syrup... not too sweet, not too thin. You see, Karo

sweetens just enough because it is the one table syrup so rich in dextrose... Nature's mildest sugar. It's so digestible, doctors favor Karo as a milk modifier for infant feeding. And the men in the family love Karo's rich full-bodied goodness, too.

Put Karo Syrup on the table the next time you want to perk up breakfast. Or serve it to the youngsters in milk, or on bread. There are so many ways to use Karo Syrup... and three delicious flavors. So get Karo at your grocers tomorrow.



This Popular Breakfast needs a full-bodied, satisfying syrup like Karo. Pour on plenty and watch how it stays on top. Pancakes and waffles never get soggy... stay tasty to the last bite. And everybody loves the full rich flavor of Karo Waffle Syrup.



French Toast is A Treat... Why drown it with overpowering, sweet syrup. Instead, pour on mildly-sweet Karo. The Red Label Karo has a light, delicate flavor... ideal here. That good Karo sweetness mingles with other flavors to make every single bite a delight.



Quick Energy For The Kids... Or Dad. And they'll love it! Delicious Karo Syrup spread on bread, or poured in milk, makes a wonderful quick snack anytime... one that gives you plenty of get-up-and-go. That's because Karo is so rich in dextrose, and dextrose is the food-energy sugar.

LETTERS TO THE EDITORS

AULD ACQUAINTANCE

Sirs:

I just saw on your contents page (LIFE, Sept. 20) that you "haven't heard" from the Chadwicks for some time although you showed pictures of me and my father together at the beach for years. It was nice to be remembered. Here is our latest picture together (below), taken this summer at Manchester, N.H.

Since LIFE's original series, "Mr. Chadwick's Little Girl Grows Up," appeared in 1937, much has happened to our family. In 1943 I enlisted as a girl Marine and ended up teaching fixed gunnery to fighter and dive-bomber pilots. Since then I've been in the Air Force, a secretary, a YWCA worker, and am now in public relations work. Mother and Dad are in Manchester, N.H. where Dad is working as a chauffeur and Mother is a bookkeeper for an appliance dealer. The story would end perfectly if I had gotten married and had a family, but I am still choosy. If men are old enough for me now, they are either married or don't want to be!

MARION I. CHADWICK
Washington, D.C.



CHADWICKS IN 1921 AND 1964

RED HUNTER'S RED JAILMATES

Sirs:

... As the chaplains of the Federal Correctional Institution in Danbury, may we frankly and flatly state that the allegations of Farnell Thomas in "Red Hunter's Red Jailmates" (LIFE, Oct. 4) are grossly exaggerated. He has taken some isolated instances and has given them a false and tainted reality. ...

REV. HARRISON L. ANTHONY
REV. JOSEPH J. MAGLIONE
Danbury, Conn.

Sirs:

Mr. Thomas states that 95 inmates went before me for parole consideration on June 13 and 14, 1950 and as time passed all were released except three. His statement is without foundation. The facts are that only 68 individuals were given parole hearings at the June 1950 meeting to which he refers. Of this group only 33 were eventually paroled. Thirty-five completed their sentences.

Mr. Thomas was required to serve nine months, or 50% of his 18-month sentence. The average federal prisoner serves approximately 62% of his sentence before release.

GEORGE G. KILLINGER
United States Board of Parole
Washington, D.C.

● Mr. Thomas accepts the correction of his figures. However he says that all but three of the 68 heard within a few weeks whether or not they would be released. His case

dragged on for several months because, he says, the parole board feared unfavorable publicity if it freed him.—ED.

Sirs:

Thomas' charge that federal prisons are staffed with political appointees is false, since civil service laws are applicable to all but a few positions. Every employee of the Federal Prison Service from the director on down is recruited in accordance with civil service regulations.

JAMES V. BENNETT
Director

Bureau of Prisons
Washington, D.C.

● It is true that most federal prison jobs are covered by civil service, but Mr. Thomas says several guards bragged to him about the political influence they used to get a raise in grade.—ED.

Sirs:

While I do not approve of Thomas, his work and ways, as a criminologist for nearly 40 years I am in the fullest agreement with his recommendations—especially that judges and parole officers spend some time in prisons themselves (something I have recommended in many books and articles) and that the parole power be taken from the Department of Justice, or at least be returned to the Federal Bureau of Prisons.

HARRY ELMER BARNES
Pullman, Wash.

Sirs:

As one of the "Hollywood Ten" whose presence Thomas says made his life a "constant uneasiness," let me say that his account is highly fictitious. Thomas did live in a state of constant uneasiness. The hostility of the guards and contempt of the inmates were very real, but for reasons quite other than he states. Finding that whatever he had been outside he was just a number inside, Thomas started "bucking" for parole. He squealed on the guard in charge of the chicken coop for an alleged theft of fresh eggs, and from then on Thomas was marked. That was why he was "uneasy," not from any "threats" from us, which he is forced to concede might have been imaginary.

LESTER COLE
New York, N.Y.

Sirs:

... After nine months in jail Thomas still doesn't realize that he was put behind bars because he committed a crime ...

JOHN KLIMAS
Boston, Mass.

Sirs:

Thank you for this worthwhile article. My own experience, somewhat more extensive than Mr. Thomas', causes me to concur heartily with his conclusions. There is no such thing as rehabilitation in any prison for adults that I have heard of.

KEN FABSON
Glendale, Calif.

Sirs:

... The lines of John Trumbull come to mind:

No man e'er felt the halter draw,
With good opinion of the law.

GEORGE ROSS WELLS
Clearwater, Fla.

Now! life insurance protection for your family during vital years...

Then all premiums returned *plus* dividends

Yes... this is now possible through modern life insurance planning with the SUN LIFE ASSURANCE COMPANY OF CANADA, one of North America's leading life companies. The new Sun Life Security Fund "insurance or money-back" plan enables you to provide life insurance protection for your family until you are 65 with a guarantee that, if you live to 65, all the money you paid will be returned to you in full... plus accumulated dividends.

- Or... the proceeds at age 65 can be
- a) used to provide an annuity;
 - b) left on deposit with a guaranteed rate of interest;
 - c) used to purchase a paid-up policy for the original sum assured, with a balance which can be taken in cash or as a guaranteed income.

Coupon

To the **SUN LIFE OF CANADA**
607 Shelby St., Detroit 26, Mich.

Without obligation, I would like more details of the new Sun Life "Security Fund" plan.

Name.....

Address.....

Age

Call the Sun Life representative in your district for more information about the Sun Life "money-back" plan, or mail this coupon today.

OVER \$2¾ BILLION PAID TO POLICYHOLDERS AND BENEFICIARIES SINCE 1871

CONTINUED ON NEXT PAGE

Emerson introduces the world's only truly "portable TV!"

You CAN take it with you...
wherever you go!



So Compact!
So Light!
Emerson's "Portable
TV" only 12" high,
15" wide, model 1030
\$150

TOWN OR
COUNTRY

AT
COLLEGE

CHILD'S ROOM

Another Engineering Miracle by Emerson... creators of the first truly compact portable radios!

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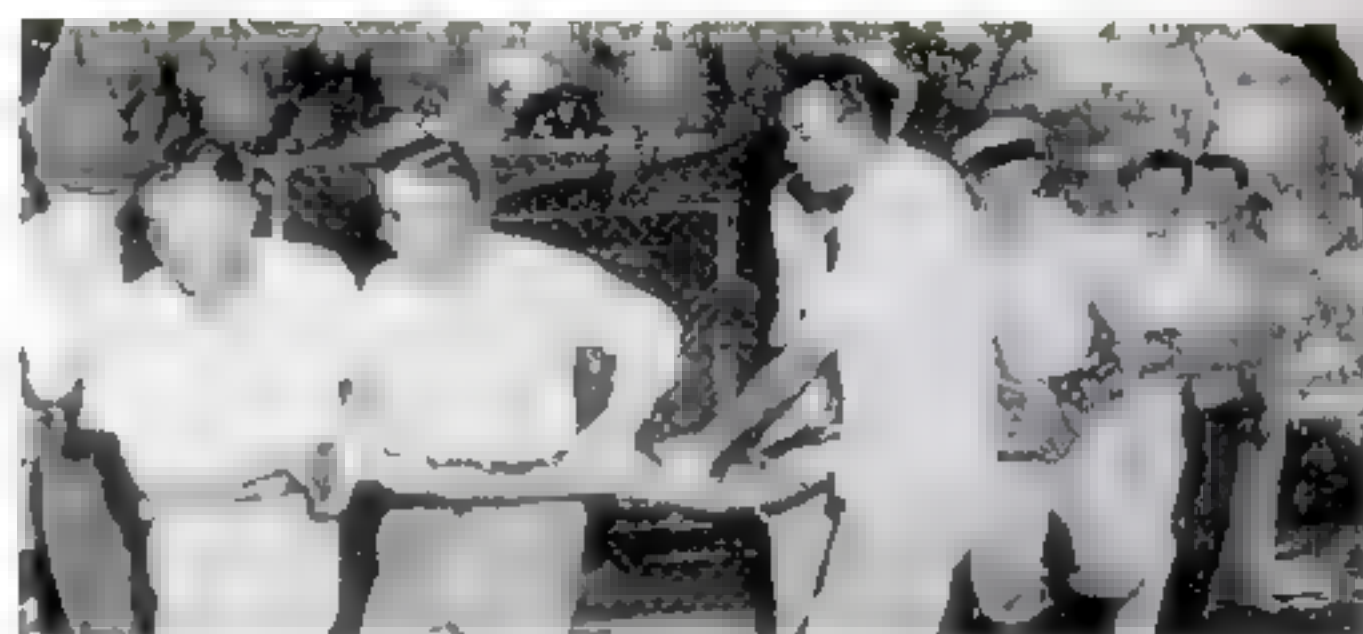


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LETTERS TO THE EDITORS CONTINUED



BACK HOME, PETE IS CARRIED THROUGH THE ZOO BY EIGHT MEN

WORLD NEWSFRONTS

Sirs:

You may have noticed in the papers that Pete, the python, which you reported as missing from a Fort Worth zoo (Life on the Newsfronts of the World, LIFE, Oct. 4), has been recaptured. After 15 days he turned up at 4 a.m. not more than 150 feet from his cage.

A couple of chimpanzees saw Pete first and gave the alarm. That started the elephants trumpeting and the hyenas screaming and woke Harry Jackson. He and the night watchman subdued Pete in a 55-minute struggle, shoved him in his cage. A few hours later it took seven men (above) to hold him while Mr. Jackson treated his mouth for an infection. Then Pete got a chicken for breakfast.

JIM JACKSON

Fort Worth, Texas

JUST A MOMENT, SENATOR

Sirs:

At last the lowered prestige of the U. S. will be enhanced abroad and the dignity of the Senate restored, thanks to the splendid action of the Watkins committee ("Just a Moment, Senator," LIFE, Oct. 4).

LILY STROBL

New York, N. Y.

YOUNG COACH

Sirs:

STOP! You are putting the jinx on America's finest sports personalities. Hank Greenberg writes how his Indians beat the Yankees (LIFE, Sept. 27) and his Indians lose four straight in the World Series!

The following week you feature the new Notre Dame coach, Terry Brennan ("Young Coach, Old Winning Ways," LIFE, Oct. 4), and his Fighting Irish team is upset 27-14 by Purdue. Please save your hex for the Russians at the 1956 Olympic games.

ROGER STANTON

Detroit, Mich.

CASHIERED COLONEL

Sirs:

Isn't it just too, too bad that Lieut. Colonel Harry Fleming ("Cashiered Colonel," LIFE, Oct. 4) was sentenced to be dismissed from the Army?

Corporal Batchelor was sentenced to life imprisonment when he was found guilty of collaborating. How about prison for Fleming?

MRS. D. O. BURDINE

Odessa, Texas

● Both men collaborated, but Cpl. Batchelor also informed on his fellow prisoners and even advised the Reds to shoot one of them.—ED.

LABOR REVOLUTION

Sirs:

A hearty thank you from a member of the International Association of Machinists for your editorial "Labor Completes a Revolution" (LIFE, Oct. 4). It is very satisfying to read an article complimenting laborers rather than those which berate them as a bunch of hoodlums and thugs.

JOHN D. MARTIN

Derby, Kan.

PORTRAITIST IN FRANCE

Sirs:

"Portraitist in France" (LIFE, Oct. 4) by Yousuf Karsh is the most interesting visual journey I have ever made. Never before have I felt close to the souls of photographed people...

CLIFFORD H. PERRY

Mt. Vernon, N. Y.

HARVEY THE HERDER

Sirs:

"Harvey the Herder" (LIFE, Oct. 4) must be a descendant of a pair of white rabbits my brothers and I owned in 1910. We kept them in a small shed in our yard on East 57th Street, New York.

One morning, as I watched their eventual offspring hopping around on the grass, one of the battle-scarred tomcats that infested the neighborhood sprang at one of the babies. Immediately the mother rabbit streaked from the shed and while leaping over the marauder she released a kick and sent him rolling. Back and forth she leaped, playing her version of foot ball, until the tomcat painfully made for safety on top of the fence. We never saw the cat again.

ALOYSIUS SCHUSZLEN

Cleveland Heights, Ohio

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THE *FORWARD LOOK*... "These three words are Chrysler Corporation's signal for a dynamic new era in your life!"

In a few weeks, Chrysler Corporation will offer five all-new lines of cars . . . Plymouth, Dodge, DeSoto, Chrysler and Imperial.

These cars will present, each in its own distinctive way, a fresh styling concept. We call it THE FORWARD LOOK.

You will know why we chose this name when you see these new cars.

They are in tune with the kind of fresh ideas and fresh feeling you are seeking today in all the things you use.

Chrysler Corporation designers set out to express the public's contemporary feeling for form that flows from purpose . . . to create cars with a spirit which would capture and match the spirit of the people who would own and drive them.

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If you, personally, like to be among the first with something good and new, I suggest you see your dealer now, while he is starting to make up his advance order lists.

Many cars will be offered as new this year. Only these five will offer THE FORWARD LOOK!

L. L. Colbert.
President

Coming soon the 1955 PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

CHRYSLER CORPORATION THE *FORWARD LOOK*

See Chrysler Corporation's great new full-hour TV shows—"Shower of Stars" . . . and . . . "Climax!" Thursdays, CBS-TV, 8:30-9:30 P.M., EST.

BAD ACCIDENT CAN BE SAD TEST OF CAR INSURANCE

A lot of people buy their car insurance without really knowing what they're getting. For example: How strong their insurance company really is... How far their protection goes... What sort of help is available when they're in trouble. If you are in that boat, you should check the facts below. Better still, call a Liberty Mutual representative and let him tell you about Liberty Mutual protection and service — and savings, too.



Driver In Trouble . . . big lawsuit ahead! Will his insurance company get on the job promptly? How can he get help? If he's a Liberty Mutual policyholder, the next step is easy. A Liberty Mutual claims man can be reached at any hour of the day or night from anywhere in the U.S.A., Canada or Hawaii. He's paid to protect you — trained to know how.



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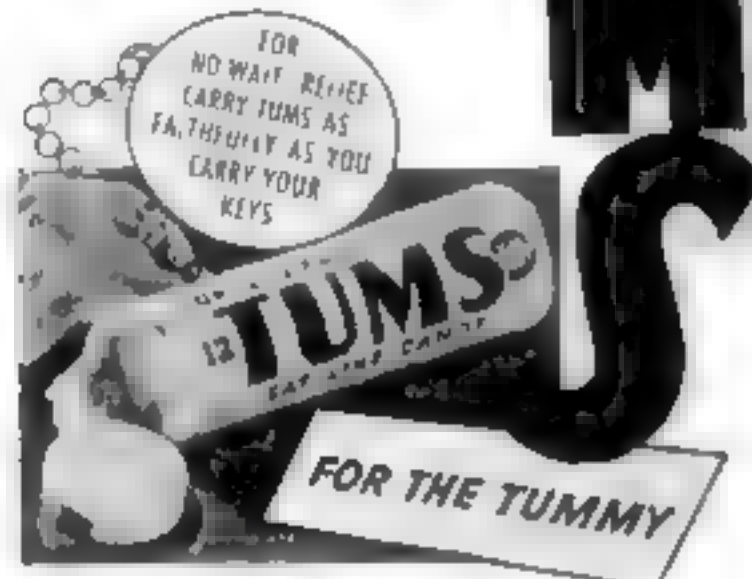
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ACID INDIGESTION
will strike*

In the movies—at a game—driving a car—or when you're trying to sleep . . . acid indigestion may strike. But no need to suffer with wonderful little Tums handy. Eat them like candy. Acid indigestion, heartburn go fast.



STILL ONLY 10¢ A ROLL
AND YOU COULDN'T BUY SAFER,
QUICKER RELIEF FOR A TEN DOLLAR BILL.

Break through that stuffy
HEAD COLD FOG



Don't go on suffering all the miseries of a head-cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief.

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NOW—for children...
a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.
New Mild Vicks Va-tro-nol Nose Drops For Children

Making is believing! So make one! See why new Swans Down Mix beats other mixes!

Yes! Bake with the
only mix that wins
on all 4 "musts" for
homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

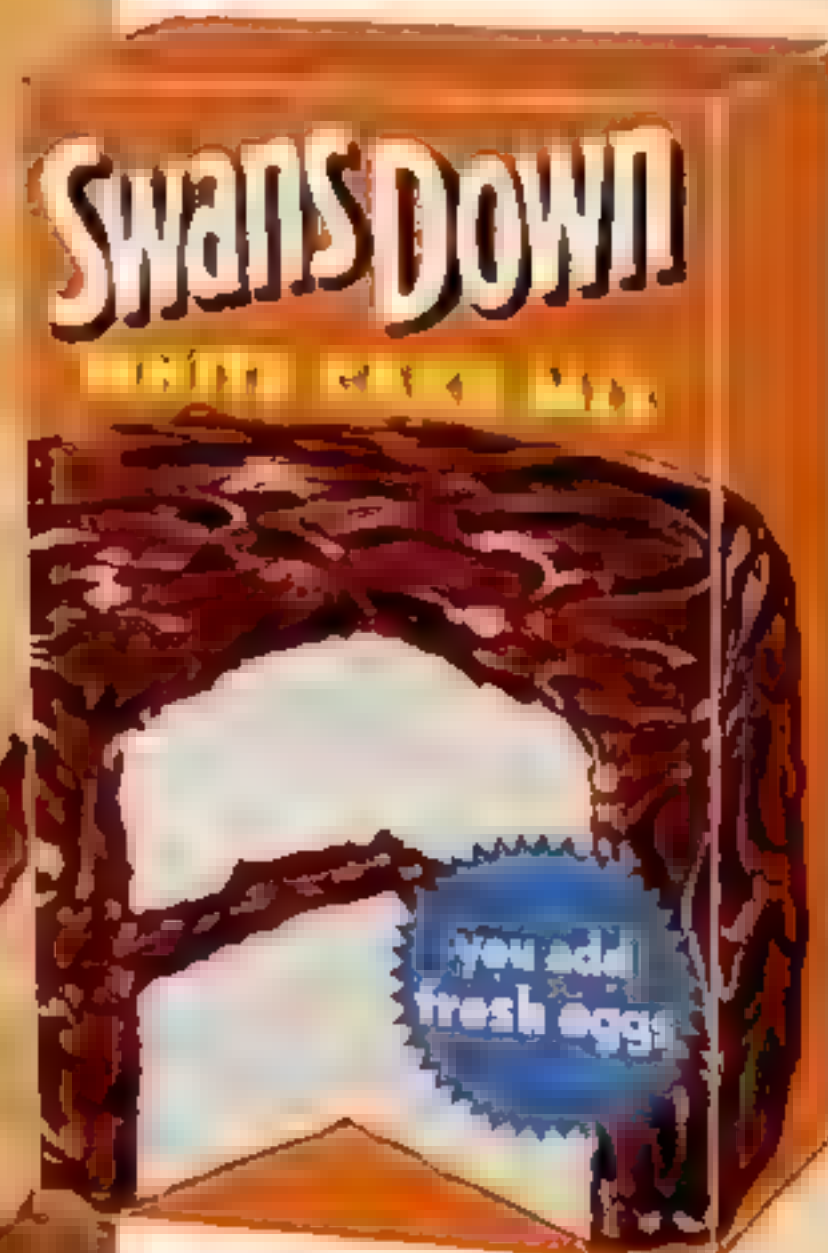
Yes, Ma'am! New Swans Down
Cake Mixes win in tests made by
4,375 women in their own kitchens.

They'll win in your kitchen,
too!

Here's why: Swans Down was
not satisfied with the ingredients
used by other mixes. So Swans
Down had ingredients made especially
for these new mixes. Made
to blend just right with *your own*
fresh eggs.

*Whip up a cake with one of
these amazing new mixes today,
and you'll know why Swans Down
is the WINNER!*

P.S. You'll find recipe for frosting
on the side of the Swans Down
White Cake Mix package.



TODAY'S SHOPPING LIST

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DOWN
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| | | YELLOW ✓ |
| | | DEVIL'S FOOD ✓ |
| | | ANGEL FOOD ✓ |

Products of General Foods



Serve Elsie's Easy Party Buffet with Borden's Cream Cheese and Borden's Coffee

Elsie's Party Loaf—ready in a breeze with Borden's Cream Cheese

Elsie knows good reasons why you'll want to make her Party Loaf recipe your own. It looks so festive, tastes so good, and you can make it hours ahead of time.

Remove crust from small loaf of unsliced bread. Cut into layers lengthwise. Put layers together sandwich fashion with: cream cheese and olive, egg salad, sliced tomatoes or chopped, smoked salmon.

Then soften 1½ eight-ounce packages of Borden's Cream Cheese with 2 tablespoons of milk. Beat until creamy. Spread on top and sides of loaf. Just be sure you use Borden's Cream Cheese, because Borden's is the fresher-tasting, smoother-spreading cream cheese. No other cream cheese can match its combination of flavor and texture.

Now garnish your creation and chill. Makes 10 to 12 servings.

Richest coffee you ever tasted...that's Borden's Instant Coffee

Your first cup of Borden's will prove to you that it is the richest instant of them all. *Flavor as rich as the best ground coffee.* Every spoonful of Borden's is solid crystals of rich coffee...other brands are hollow bubbles.

The diagram shows you this big difference. You need less of Borden's, because every spoonful gives you up to 33% more flavor—more flavor than other instants.

NEW Coffee Flavor Control Process gives you up to 33% more flavor per spoonful.

Other instants—Hollow Bubbles



Other instant coffees are hollow bubbles with air—contain both air and coffee.

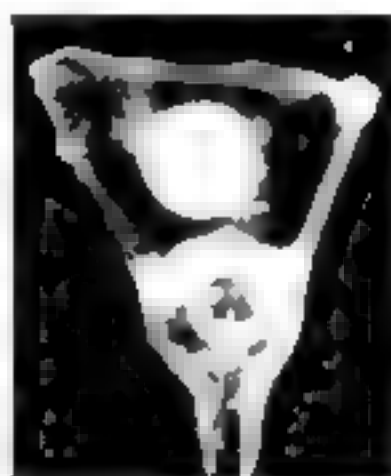
Borden's—solid coffee crystals



Borden's crystals are all coffee—no air—solid flavor through and through.

Borden's Instant Coffee saves money—25¢ or more compared to every pound of ground coffee.



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NEW CLAWS?GIRL CATCHER ON
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A COCKTAIL?RARE RODENT IS
DISCOVERED?HEAVY FURNITURE
ON THE MOVE?MAKING FACES AT
HER TEACHER?

'THINGS ARE SELDOM WHAT THEY SEEM'

A LIFE editor once asked a LIFE photographer who was working with him on a big assignment: "Get any good pictures today?" The cameraman replied quickly, "Sure, got any good words?" His point was well taken. For all their power in telling a story quickly and graphically, pictures frequently may tell only half of it, and, if wordless, may even tell it wrong.

The man with the shotgun (*above*), for example, might be committing a dastardly crime, but he's really just indulging in some innocent fakery explained on pages 91 and 92. The wicked-looking claws next to him are similarly, if spectacularly, false (*pp. 87, 88*). The masked athlete is not catcher on an all-girl softball team, though her work (*pp. 55, 56*) is far more dangerous. The next object is not a Martini but something (*p. 109*) about 1/184 times as big and considerably less tasty.

Even pictures of events as terrifyingly real as Hurricane

Hazel can, without words, provide misleading impressions—who could identify the rare animal in picture No. 5 (*above and p. 29*) without help from the gale-torn reporter who was on the scene? The big caster next to it is not rolling a piece of heavy furniture, although the object it supports (*p. 172*) is not a light one. And finally, that eighth-grade student on pages 10-12 is not making faces at teacher but is doing something far more constructive: cheerleading.

Speaking of cheerleaders, incidentally, the very first issue of LIFE (Nov. 23, 1936) ran a pretty one from a Big Ten university, Northwestern. Over the years, LIFE has shown other aspects of Northwestern—its faculty, athletes, alumni, special classes. For a look this week at the nine other members of the Big Ten—unlike Northwestern in that they are not privately endowed—we refer you to our cover and pages 95-100.

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Why Suburbanites give you more “pull-through” grip than other winter tires!



THE SECRET: the first logical winter tread design! See how the skier angles his skis to walk right up the slope. His ski edges cut right into the snow in a “herringbone” pattern—let him climb the steep hill with no trouble at all.

Goodyear’s great Suburbanites have the most logical winter tread design in the world. It works the same way as skis in the “herringbone.”



Four rows of sharp-edged cleats are angled to bite into the snow—give you a *sure* grip on any road. The wide winter tread of the Suburbanite is made of 464 of these cleats with 1856 sharp edges. These cleats dig in like claws for greater traction in snow and mud—a better grip on ice.

Get Suburbanites and you’ll get through. See your Goodyear dealer now. Goodyear, Akron 16, Ohio.



Suburbanite cleats are flexible so the tread cleans itself as it rolls—it’s always ready to give you a surer grip.

On cleared highways, its flat tread runs quietly, smoothly. Goodyear’s new Suburbanite is quieter than other winter tires.

Suburbanites by **GOOD YEAR**



BEST WAY TO PULL THROUGH WINTER!

Suburbanite, T.M.—The Goodyear Tire & Rubber Company Akron, Ohio

LIFE

Vol. 37, No. 17

Oct. 25, 1954



IN FRONT OF THE GOVERNOR'S OFFICE VIETMINH TROOPS FOLLOW THE PLATOON LEADER'S ORDERS (FOREGROUND), HAPPILY WAVE THEIR SUN HELMETS

HANOI'S RED MASTERS TAKE OVER

Photographed for LIFE by HOWARD SOCHUREK

Out of Indochina's jungle, where for the last eight years they had been fighting an elusive and desperate war, on to the broad boulevards of Hanoi came 30,000 Communist soldiers last week. They came to clinch the greatest Communist victory in Asia since the Reds conquered China. Stern-faced and obviously awed by the modern surroundings, the soldiers displayed little elation—except, that is, when approached by foreigners. Then, prompted by their officers, they suddenly sprang to life (*above*), waved their jungle-green sun helmets and broke into victory grins.

As the Vietminh moved in, the French forces moved out and on to Haiphong, the port city 50 miles away which they will keep for another seven months. In this tense but orderly

atmosphere the piecemeal take-over of Hanoi, agreed on in Geneva last July, was finally completed. Under the truce the city's 6,000 French residents were allowed 80 days to pack up their belongings and businesses and leave. All but about 50 did.

The Vietnamese populace was offered free transportation and refuge in French territory below the 17th Parallel. Some 40,000 went, but 300,000 refused to abandon their homes. Submissive groups of them stood in the streets and welcomed the first conquerors in. Spotting them, the Vietminh promptly brought in a whole corps of propagandists to organize a more spontaneous kind of ovation and to plaster the buildings with their slogan: "May President Ho Chi Minh Live a Thousand Years."



RESIDENTS DUTIFULLY BEARING VIETMINH FLAG WATCH REDS ENTER HANOI—▶



ADVANCE FORCE of Vietnam's soldiers comes into Hanoi, a cyclist with pack strapped to his bike

and sneakered foot soldiers in a on-again, off-again push. This contingent went on to take over Bach

Ma airport. As they got by the Supervisory Committee, small caches of Vietnamese arms and civi-



FRENCH POLICE CHIEF Jules Arnaud (right), 32-year Indochina veteran, briefs Red successors.



SLOGAN IN FRENCH advised: "To Leave Is to Choose Freedom." Many wanted freedom but could

not bring themselves to leave homes and businesses which had been in their families for generations.



administrators entered over four-day period before the main force arrived to complete the occupation.



EAGER EVACUEES, who had escaped into Hanoi from Red-held delta, scramble through window

of train headed for Haiphong. Devout Catholics, they feared religious persecution under the Reds.

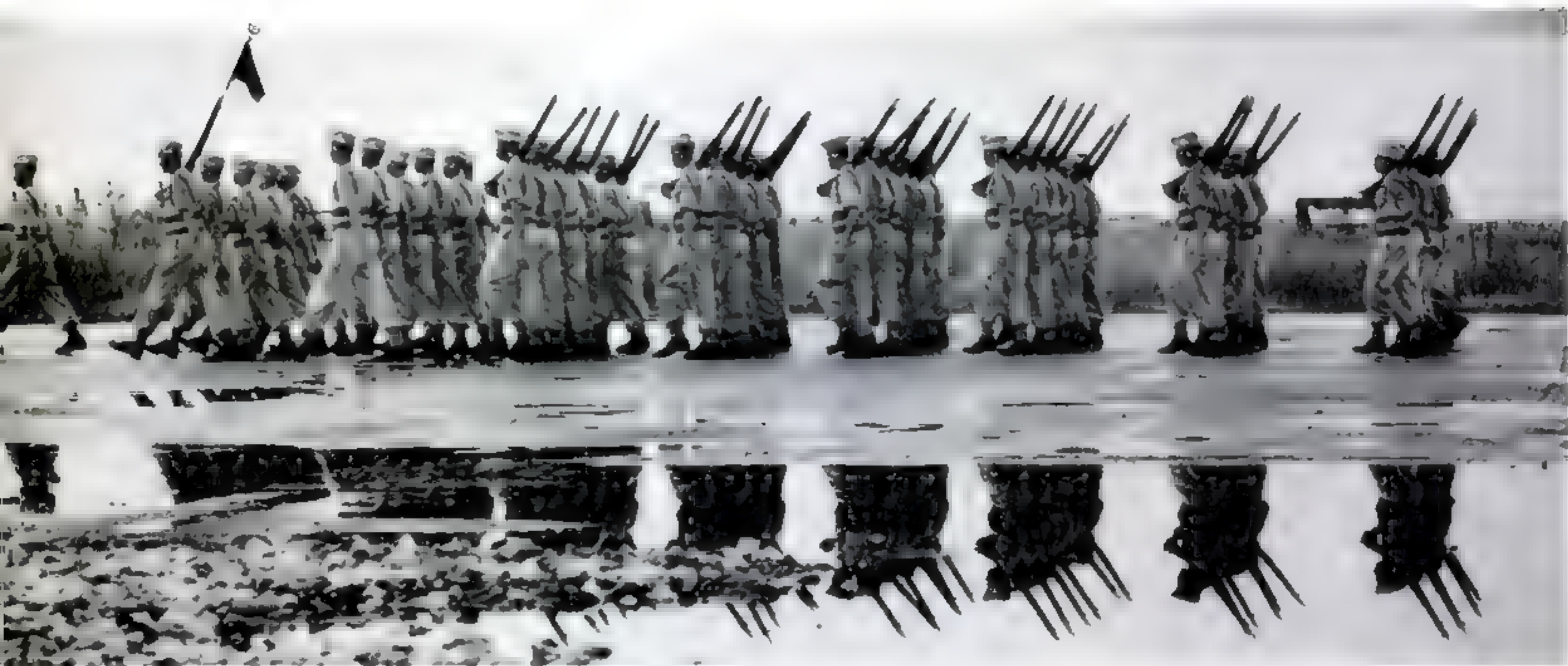


RED POSTERS of Vietnamese leader Ho Chi Minh and Malenkov went on sale as Reds began arriving.



EMPTY STREET was the result of a special daytime curfew ordered throughout Hanoi during the

evacuation of the French troops. Transfer of city to the Communists was completed without incident.



IN FINAL FRENCH PARADE, HELD AT GIA LAM AIRPORT, MEMBERS OF THE FIFTH MOROCCAN REGIMENT ARE MIRRORED IN PUDDLE AS THEY PASS IN REVIEW



GENERALS COGNY (RIGHT) AND SALAN PAY LAST RESPECTS TO WAR DEAD

A LOWERED FLAG ENDS AN ERA

For French troops, still bitter about the way the whole delta area had been bartered to the Reds, the last days in Hanoi were filled with nostalgic ceremony. A crack Moroccan regiment mustered what pride it could in a last parade. It was held on a rain-soaked, seldom-used airstrip outside of the town and far away from the eyes and ears of the Vietnamese. General René Cogny, who had opposed the brave but fatal stand at Dien-bienphu and was then kept by his government from sending in a relief column, openly displayed his anger over the outright surrender of French property. In a final soldierly gesture he drove to the misnamed "cemetery of conquest" (left) to pay tribute to the men who had died defending the delta. When the French closed their headquarters out, eight Foreign Legion buglers blew a mournful refrain, and the French tricolor, which had flown for 68 years over Hanoi, was slowly pulled down. Two days later the red and gold flag of the Vietminh was run up the pole in its place.



READY FOR EVACUATION AFTER THEIR PARADE (TOP OF PAGE), MOROCCAN SOLDIERS RIDE OFF AIRSTRIP ON TRUCKS TOWING THEIR 155-MM HOWITZERS



THE 'WHYS' OF HATE

NEW TRICKS

Dogs, ye have had your day.—HOMER

George Orwell's *Animal Farm*, in which all are created equal but some are more equal than others, is far from the first time that man has resorted to anthropomorphic portrayals of his own problems, not to mention his proverbs. "Adkins is bird-dogging that one," is an advertising idiom, and even if the metaphor is mixed, you can be sure that Adkins is an eager beaver who some day may be top dog.

This is no excuse for Charlie Wilson, who, like a big, clumsy St. Bernard, put the Republican party undeservedly into the doghouse by putting his own foot in his mouth. As a man who thinks people who hunt jobs are livelier than those who wait around for relief (probably everybody else thinks so too), Wilson used an insensitive simile comparing "bird dogs" to "kennel-fed dogs." Long before this Wilson had demonstrated a singular gift for inept language. But that does not lend any truth to the self-seeking way in which Fair Dealers, led by Walter Reuther, are trying to turn Wilson's dog-boner into a club to prove that Republicans are a heartless lot.

Wilson, who created the revolutionary precedent of guaranteeing a yearly raise for workers to reward their gains in productivity, does not need to defend his social vision. But like many earnest people he is not verbally glib. Reuther proved long ago that he could defeat Wilson in debate.

Yet Reuther himself has frequently referred to the selfsame auto workers as dogs (underdogs). He has attacked the likes of Wilson as top dogs, even as fat cats, without stirring up the animals. As a matter of fact, the very founder of the C.I.O., John L. Lewis, answering the charge that Communists were being used as C.I.O. organizers, once said, "Who gets the bird—the hunter or the dog?" While this limited the bird dog epithet, it also likened the C.I.O.'s potential recruits to helpless, hunted pigeons—and dead pigeons at that. It all goes to show that if Wilson's slip proves that an old dog can't learn new tricks, Terrier Reuther is nevertheless barking up the wrong tree.

See that man over there?

Yes.

Well, I hate him.

But you don't know him.

That's why I hate him.

This little parable sums up both the cause, and the irrational nature, of one of man's oldest sins—that of prejudice. It is as old as the Exodus and as new as the desegregation troubles at Milford, Del. The parable is used by Harvard's famed psychologist Gordon Allport in a new book, *The Nature of Prejudice* (The Beacon Press, Boston, \$7), which exhaustively analyzes the complex origins of this all too human failing.

For the vice is, as Allport shows, universal. Orientals think white people smell bad. Some Englishmen disliked GIs for being "overpaid, oversexed and over here." Generations of Poles often called Ukrainians "reptiles," Germans called the Poles "Polish cattle" and the Poles called the Germans "Prussian swine." In South Africa the English, it is said, are against the Afrikaner, both are against the Jews, all three are opposed to the Indians, while all four conspire against the native black. Allport tells of the Boston priest who, giving a lift to a little Negro boy, asked, "Are you a Catholic?" Frightened, the boy replied, "No, sir, it's bad enough being colored without being one of those things!"

What, then, causes prejudice?

Originally the word simply meant a "precedent"—a known fact which the individual, in a similar situation, could draw upon to guide his conduct. It was a "prejudgment," something which, as Allport demonstrates, is an indispensable necessity to our daily lives. Man is confronted with so many thousands of random ideas and facts each day that he could never cope with them if he did not adopt some system for pigeonholing them in neat and orderly categories. Such prejudgments, Allport adds, are not only logical but necessary. It is only when this necessary function is extended into making blanket and inflexible judgments about entire groups of people that it becomes illogical as well as dangerous for society. And false, because "all generalizations are false including this one."

Not all prejudices are hateful. It is the child's feeling of love and being loved that creates his awareness of the original "in-group" which, in a sense, excludes all others as "out-groups." Similarly, people in general feel more at ease, and at home, with members of their own kind. But when such amiable preferences become fear and hatred of the stranger, they are no longer harmless.

Yet they grow so strong that they can survive the most transparent contradictions. A person who thinks that one group is too "clannish," when confronted with the fact

that many of them are outstanding civic leaders, will retort, "That shows they are always trying to buy favor and intrude. . . ." What accounts for this insistence of prejudiced people in clinging to fallacy? As a psychologist, Allport believes the answer lies in the total personality of the individual. Experiments show that deeply prejudiced persons are the slowest to discover the difference when, for example, a drawing of a cat has been gradually altered into one of a dog. They continue to think it is a cat. Allport believes prejudice is frequently an unconscious expression of feelings of guilt in which the prejudiced person eases his conscience for his own impulses of greed or sensuality by attributing such failings to an entire group.

Can the stereotypes that freeze these irrational assumptions be broken down by education and experience? Example: two southern girls at a northern college, who indignantly complained when a Negro girl was assigned to their small dormitory, were told that they could change to another house. Since their prejudice required that the Negro do the leaving, they refused, with the result that by the end of the year all three were good friends.

Hopefully, new American generations seem less prejudiced than preceding ones. Two identical tests made of Princeton students, 18 years apart, showed a marked lessening of stereotypes of all sorts (e.g., in 1932, 47% ticked Turks as "cruel," in 1950 only 12% did so). Milford, under the prodings of a demagogue, may have rejected integration of its Negro students, but a Delaware court has ordered it anyway. And the already integrated high school in New Rochelle, N.Y. has invited Milford students to come and see how well it works. Vic Reinner, a Charlotte, N.C. editorial writer quotes a Southern-born teacher thus: "Small children have no prejudices that are not taught to them by their 'enlightened' elders. If we could only start nonsegregation as a gradual process in which the younger children of both races were integrated first, then let them continue through school, how easy it would be." He quotes a South Carolina stockbroker: "No Christian can . . . defend segregation as morally right. However he can reason that sudden abolition . . . will cause trouble. Then he may recall that Christ caused trouble, that the Declaration of Independence caused trouble, too. Trouble forces the solving of our problems. Let's face the trouble."

Such attitudes give Allport hope as he asks his concluding question: "Can citizens learn to seek their own welfare and growth not at the expense of their fellow men but in concert with them?" If the answer is to be yes, every individual should work to make it so.



HAZED BY HAZEL

The sodden spectacle of an abused kitten on the storm-whipped sands of Wrightsville Beach, N.C. summed up the condition last week of thousands

of humans who live in a 2,000-mile zone from tropical Haiti up through the U.S. and Canada. To see what had caused this shared misery, turn page.



HAVOC IN HAITI, where Hazel's fierce winds first struck, left hundreds of houses gutted and tilted in the large seacoast town of Jérémie. Fishing boats were

hurled ashore by the gales and rampaging seas. U.S. armed forces in the area began a rescue operation, treating and feeding the storm's countless victims.



CLINGING FEARFULLY, a Haitian kneels on submerged railroad track as he tries to cross the

Grise River north of Port-au-Prince. Earlier another man had been swept from nearby trestle to death.

A CAPRICIOUS, COSTLY STORM

Hurricane Hazel meanders destructively from Haiti to Hudson Bay

"I'm not sure where the hurricane is," a harassed Washington, D.C. weatherman barked at a caller last week. "Hazel is the hardest to predict." Of the year's eight hurricanes, starting with sweet little Alice who blew up briefly last June, Hazel was indeed the most capricious. She was also the most deadly.

Starting in the traditional Caribbean storm center (map, right), Hazel swung unexpectedly north, clobbering Haiti, where she left thousands without homes, food or safe water. The early death count was more than 200, but even this would rise as village after isolated village sorted through its debris (below).

Moving erratically, Hazel headed along coastal waters, then lunged into the Carolinas in a 200-mile-wide belt. Unlike the earlier storms, Hazel stayed well inland. She smashed through central Pennsylvania and New York to Toronto, there proving one of the most damaging storms in city history. As her murderous meanderings finally ended over Hudson Bay, Hazel's toll of 411 known dead and immeasurable millions of dollars damage made 1954 unquestionably the worst hurricane year of the decade.



HAZEL'S COURSE, shown in red, ravaged inland areas above Carolinas. Earlier storms followed coast.



DIGGING HOPEFULLY, the people of Bonbon → search town's ruined church to save holy objects.

CONTINUED ON NEXT PAGE



IN VIRGINIA a tin roof blows through the air in downtown Portsmouth, creating a shower of sparks

as it strikes power wires. Metal fell harmlessly to street, but elsewhere in town storm left casualties.



FIRE AMID STORM illuminates the dark morning sky at Carolina Beach, N.C., one of first areas



GALE-DRIVEN LADIES hang on to a tree and a lamp post in Washington, D.C. at the height of the



CASUALTY IN CAROLINA, a wooden whale advertising Carolina Beach, lies foundering on lawn



Hazel U. on U.S. mail boat. Girls were reached as relief supplies, driving ways of scattering force.



hurricane. It hit the capital at nearly full force but, except for some trees, did little real damage.



beside the swamped Chamber of Commerce Building. Storm smashed countless homes along shore.

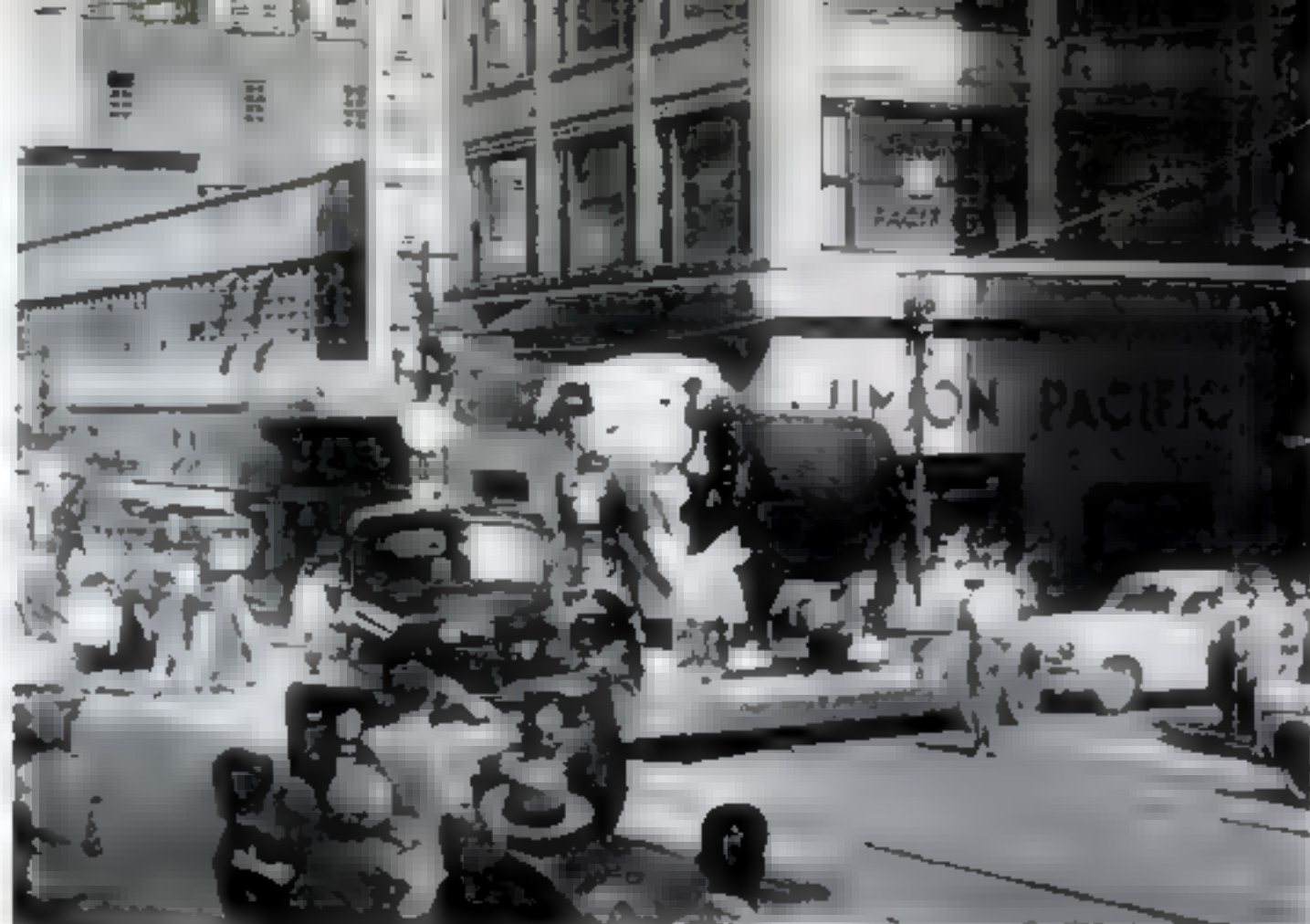


AFTER THE STORM two airmen on training mission stop during shore tour to examine a curiously

undermined but still standing house near Myrtle Beach, S.C., which was one of the worst hit areas.



MAKING A DAMP DEBUT, MODEL BULL REACHES KANSAS CITY IN THE RAIN



PARADING TO CEREMONY NEXT DAY, BULL-BEARING TRUCK TOURS MIDTOWN

RISING MAJESTICALLY TOWARD ITS HIGH PERCH, THE HUGE HEREFORD PRESENTS A REAR VIEW AS WORKMAN SIGNALS HIM INTO POSITION ABOVE KAW RIVER



KANSAS CITY'S HIGH HERFORD

Plastic and steel bull becomes breed association's lofty monument

A trailer truck rode through Kansas City, Mo., last week bearing a bull destined to achieve great heights. The bull, a Hereford from New Jersey, stands 12 feet high, weighs 5,550 pounds and has plastic flesh atop steel bones. It was designed to stand atop a 90-foot pylon in front of American Hereford Association headquarters near the stockyards. First the

association mock-solemnly debated whether the model would present its white fore or its ample rear to nearby Kansas City, Kan. Then the great model was ceremoniously hoisted to its strictly neutral north-south position (*right*) where, illuminated from within by intestinal neon tubing, it will doubtless provoke countless cornfed jokes about beef being still high.

BOLTED IN PLACE, THE BULL STANDS ATOP GRANITE COLUMN WITH TWO LIGHTNING RODS IN ITS BACK



COMPLETED STATUE STANDS PROUDLY IN DUSK



POOGHES PICKET WITH C.I.O. OUTSIDE WILSON'S HOTEL IN CHICAGO. IN BUFFALO OTHER C.I.O. MEMBERS HANDED OUT CANS OF DOG FOOD TO UNEMPLOYED



SUBDUED SECRETARY (right) is greeted reservedly by Governor Stratton. Later on Wilson delivered a speech admitting that his dog remark was "inept."

A MATTER OF WORDS

Dogs and waiters inspire some political bloopers

Some Republicans were tripping over their own words last week. Discussing unemployment at a press conference in Detroit, Secretary of Defense Charles E. Wilson said: "I have always liked bird dogs better than kennel-fed dogs myself. You know, one who'll get out and hunt for food rather than sit on his fanny and yell." Naturally this remark delighted the Democrats, who gleefully began trotting out dog-eared jokes about dogs (*above*). It horrified the Republicans, who frantically implored Wilson to apologize. Illinois Governor William Stratton even suggested only that Wilson stay away from a scheduled G.O.P. rally in Chicago and melted only when the Secretary agreed to make amends.

Then, two days later, Republican Representative Charles Brownson of Indiana remarked that it's "wonderful to attend a reception in Washington and be able to tell the cabinet members from the waiters." Waiters' unions screamed, bringing a pained explanation from Brownson that he had meant the waiters were elegant, the cabinet dressed for hard work.



*Young and old, everybody likes chicken—tenderly cooked
in a golden chicken broth with oodles of good egg noodles.*

So quick—so nutritious—so simply delicious!

Campbell's Chicken Noodle Soup

Soup's on—Enjoy it any time!





Whether you fry it... bake it... broil it...
there's something **SPECIAL**
about Birds Eye Fish!

Ocean fresh, ready to cook, and loaded with protein nourishment, Birds Eye Fish Fillets make some of the most delicious main dishes that ever went to your table!

1. **When you fry** the sweet, tender white fish, don't overcook - save that ocean-fresh flavor. Season and fry over medium heat, turning to brown both sides. Fillets are done when easily flaked with a fork.
2. **When you bake** Birds Eye Fish, brush with melted butter, season and top with buttered crumbs. Then pour milk around fillets to keep fish juicy and luscious. See package for baking time.
3. **When you broil** Birds Eye tasty fillets, do them on a pre-heated, well-greased broiler rack under medium heat. Brush with melted butter and season. Broil just until fish is easily flaked with a fork.



Product of General Foods

Better buy Birds Eye and get that something "SPECIAL"

ADAMS FAMILY was represented at meeting of Massachusetts Historical Society, where announcement about the papers was made. John (front), 79, is president of the society. His son Thomas Boylston (center), 44, is senior trustee of the Adams papers. John Quincy, 31, a cousin of Tom's, is also a trustee. The painting, hanging here in society's front hall, is of Charles Francis Adams II, John's father and once society president. Statue is from an old Boston garden.



ADAMS FAMILY UNSEALS ITS PAPERS

The greatest of all private collections on American history will be published by Harvard and LIFE

Last week the attention of students of the American past was directed toward Boston where the gentlemen pictured above took part in making a great gift to history. For nearly 50 years the private papers of the Adams family—including the diaries of two presidents, John and John Quincy Adams—have reposed behind double-locked doors. Experts have called this the most important group of American

historical documents still in private hands. Last week the Adams family trustees announced that, with a grant of funds from TIME Inc., they will be edited by Historian Lyman Henry Butterfield and published by Harvard University Press. LIFE will print excerpts from the volumes in advance. Then the papers will be given to the Massachusetts Historical Society for unrestricted study and use.



OLDEST MEMBER, Godfrey Lowell Cabot (left foreground), was elected in 1952 at age of 91. At right: Textile Manufacturer John S. Lee Lawrence.

SOCIETY'S CABINET KEEPER, Walter Blair Whitcomb (below, front) guards the MHS relics. Behind him: son, collector Arthur Dewing Stone.



WORK IS SPONSORED BY FAMOUS SOCIETY

The Adams papers include over 250 volumes of American history and 116 more than 30,000 manuscript pages. The work of editing them, which is expected to take from 10 to 15 years, will be done at the Massachusetts Historical Society, whose members heard news of the publication at their annual meeting last week.

The MHS is the nation's oldest historical society, founded 1790. Its society members are limited to 125. As old as the society is, it is not a white-gown club of rich men and women, a white gown of each member. "Yes" and "No" means "No." Members pay no dues but are expected to contribute to the society and to the nation. The society has published 204 volumes of American history, all written or edited by members. It is the collector so far as *The Education of Henry Adams* bequeathed to it a manuscript by the author, which has earned nearly \$50,000 in royalties.



MEETING WAS HELD IN ORNATE LIBRARY IN CENTER SITS HARVARD'S SAMUEL ELIOT MORISON. STATUE IS OF SEARS CHILDREN BY HORATIO GREENOUGH



← **DIRECTOR** Stewart Mitchell reported that society served 1,563 scholars free of charge in past year. He also advised the purchase of a new library rug



HISTORIAN-EDITORS at meeting were (left in right) L. W. Labaree (Franklin Papers), Butterfield (Alams Papers), Julian P. Boyd (Jefferson Papers),

LIFE ON THE NEWSFRONTS OF THE WORLD

South African premier prepares to quit, Negro students win in Delaware and there is news in nudity

Daniel Malan, the stern, unsmiling 80-year-old premier of South Africa who built himself into a worldwide symbol of white race supremacy, announced last week that he would resign his post on November 30. His successor will probably be Finance Minister Nicolaas Christiaan Havenga, 72, who is regarded as more moderate

in his anti-British and anti-Negro views than the premier. But because the ailing Lands Minister Johannes G. Strydom, an extremist nationalist leader, will continue to hold the balance of governmental power, there is little likelihood of immediate relaxation in the country's nationalist and racial tensions.



N. C. HAVENGA

Casting their ballots a month before the States, Territory of Alaska voters turned out their Republican legislature, swept Democrats into 19 of 21 House seats, 7 of 7 Senate seats and elected a Democrat delegate to the U.S. Congress. The election was fought on local issues, centering on which party was fighting hardest for Alaskan statehood and which party had made most federal funds available to the territory.

Big guns thunder

Both parties wheeled their heavy guns into the election campaign. In Indianapolis, President Eisenhower asked the election of a Republican Congress. "Our farmers, and all of us, want a national economy strong in all its parts, not dependent on the froth of inflation or the blood of the battlefield," he declared. Next night in Kansas City former President Truman, in a typical fighting mood, denounced the Republicans as committing "blunder after blunder" in foreign policy. His advice: election of a Democratic Congress.

Gentleman of Korea



GENERAL WHITCOMB

When U.S. troops in the war-damaged port of Pusan staged a carnival to raise funds for a hospital and six clinics General Richard S. Whitcomb did his bit by showing up wearing the dress of a Korean gentleman: a white gown tied with a sash and a tapering stovepipe hat with a flying-saucer brim. He went to a stand and with an intent expression bought the right to throw balls trying to dunk the figure of a military policeman.

To prove that "a lone man can conquer the ocean and the fury of the elements" William Willis, a 61-year-old New Yorker, reached Pago Pago, Samoa last week, having drifted 6,000 miles across the Pacific from Callao, Peru on a raft. He had gone some 1,500 miles farther than the Kon Tiki raft did in 1947.

Negros win school test

Moves were under way to restore law to Milford, Del. where 11 Negro students were barred from the high school (LIFE, Oct. 11) after parents of some white children protested their presence. A court ruled the Negroes had a "clear, legal right" to nonsegregated education, paving the way for their reinstatement.



The New York Times holds few nudes fit to print. Offered an advertisement for Reclining Figure, a new Broadway comedy, it objected that Artist Al Hirschfeld's drawing was "too nude." Hirschfeld inked in a brassiere, erased the navel, and the ad (above) ran, but other papers published it in all its original nudity (below). While New Yorkers giggled, the Times agonizingly reappraised the original, finally printed it.



Artist Graham Sutherland, working on a portrait of Winston Churchill, is having a tough time. Churchill's rubbery face seldom stays still, he is always offering free advice and he changes the picture to suit himself.

New treaty in the East

Russia and Red China signed a treaty that, on the surface at least, seemed to strengthen ties between the two states. Under it the Russians promised to withdraw their troops from Port Arthur, withdraw from mixed Chinese-Russian companies in the area, lend China 520 million rubles (in purchasing power something

less than \$200 million) and assist in setting up new industrial enterprises and railroads. It seemed, Western observers noted, an elaborate way to absolve Russia of charges of imperialism in China.

Britain's 'Lost Chord'

Regimental Sgt. Major Ronald Brittain, senior noncommissioned officer in the British army, retired. Six feet three inches tall and weighing 280 pounds, he had what was generally conceded to be the loudest voice in Her Majesty's service. For over 30 years he used it to scare officer candidates into standing up straight and drilling smartly. London civilians heard it bellowing up from Chelsea Barracks drill ground. The Times of London mourned it as "the Lost Chord."



SGT. MAJOR BRITTAIN

Europe moved nearer unity. Staking his government on the result, Pierre Mendès-France persuaded the French parliament to approve German rearmament, turned to settlement of the Saar and German sovereignty questions.

Boss Crump passes on

Last of the old-fashioned political bosses, Edward H. (Boss) Crump, the "Red Snapper" of Tennessee politics, died last week in his 80th year. He gained his nickname as a hot-tempered red-haired campaigner in his early years. "That man," he snorted once of a political opponent, "would milk his neighbor's cow through a crack in the fence." But Crump had calmed down later, let his wishes be known through his organization. His political machine ran Memphis for more than 40 years and for more than 15 years he controlled the state as well.

Death in the air

One of the country's greatest pilots, George Welch, shot down four Zeros over Oahu on Dec. 7, 1941 by official count, actually got at least three more. Later, as North American Aviation's chief test pilot, he was first man to fly seven new planes. But last week his luck ran out: putting North American's F-100 super Sabre jet through its final test, he went into a blinding power dive and his plane, leveling off, exploded in mid-flight.



GEORGE WELCH



They made their choice the "Best in the World"

... just the way you can, too

You hear much about the Gay Nineties. But personally we think the Elegant Seventies and Eighties were superior. That was when notables like those you see above came as often as they could to the unparalleled Chapin & Gore Restaurant on Monroe Street, Chicago.

These gentlemen knew their steak and knew their bourbon and they got the best of both from Gardner Chapin and Jim Gore. The bourbon was made in Kentucky just for these patrons, but its fame grew. Today, we still make it the same sour-mash way with the much-admired rare mellow flavor.

Our superb 100 proof bottled in bond is named Old Jim Gore after one of our founders, and it's rightly known as "Best in the World." Our straight is 6-year-old Chapin & Gore Bourbon — bottled at 93 proof. We hold fine bourbon has to be at least that hearty to be right. You have two great bourbons to choose from.

So for something out of the ordinary, ask for Old Jim Gore — or Chapin & Gore. You'll be well pleased.



"Best in the world"

Look for Old Jim Gore in its unique "buckskin jacket"...

Old Jim Gore 100 Proof Bottled in Bond Kentucky Straight Bourbon Whiskey. Chapin & Gore 93 Proof Kentucky Straight Bourbon Whiskey, 6 Years Old. Distributed by McKesson & Robbins, Inc., New York, New York

3 quick ideas to please your man with

FreshCo

What makes this New Tamale Pie so delightfully different? Corn Meal with Fresh Corn Flavor!

Quick Pork Sausage Tamale Pie

Easy Dinner-in-a-Dish... Juicy, meaty... (6 servings)

Sausage Base:

- 1 pound pork sausage links
- ½ cup chopped onion
- ¼ cup chopped green pepper
- 2 cups cooked lima beans, drained
- ½ cup chili sauce
- 2½ cups (#2 can) tomatoes
- 1 teaspoon salt

Corn Bread Topping:

- ¾ cup Quaker or Aunt Jemima Corn Meal*
- 1 tablespoon flour
- ½ teaspoon salt
- 1½ teaspoons baking powder
- 1 egg
- ½ cup milk
- 1 tablespoon shortening, soft

For sausage base, brown sausage links in frying pan. Remove links and drain all but a few tablespoons fat from the pan. Add onion and green pepper and cook until golden brown. Cut sausages in 1-inch pieces; add with remaining ingredients to onion and green pepper. Cover and simmer gently 30 minutes. Pour into 2-quart casserole.

Sift dry ingredients into bowl. Add egg, milk and shortening. Beat with rotary beater until smooth, about 1 minute. Do not overbeat. Drop batter onto hot meat mixture. It will sink into the savory juices. Then, as you bake the pie in a hot oven (425°F.) for about 20 minutes, the batter rises magically to form a meat-flavored golden crust.



Corned Beef Double-Deckers

Quick Short Bread... Quick Meat Filling

(6 servings)

Short Bread:

- 1 cup Quaker or Aunt Jemima Corn Meal*
- 1¼ cups sifted flour
- 2 teaspoons baking powder
- ½ teaspoon salt

- ½ cup shortening
- 1 cup milk

Filling:

- One 12-oz. can corned beef
- ½ cup catsup

Sift together dry ingredients. Cut in shortening until mixture resembles coarse crumbs. Add milk and stir lightly. (Add a little more milk if necessary to make a soft dough.) Knead gently several times. Divide dough in half. Roll each half to form a rectangle 7½ x 11 inches.

Mix filling ingredients together; spread over one rectangle of dough. Top with second rectangle of dough. Cut into 6 serving portions. Bake on a cookie sheet in hot oven (425°F.) 12 to 15 minutes. Serve with additional catsup.

A new dinner dish. The tender short bread is made with Corn Meal with fresh corn flavor.

corn Flavor

**Here's a new-day corn meal...easier-mixing...
faster cooking...and with that wonderful fresh corn flavor**

Just see—just taste—what's happened to corn meal. Honest-to-goodness fresh corn flavor! Yours to enjoy in every package of Quaker Corn Meal. In Aunt Jemima Corn Meal, too.

You never knew corn meal could be like this. You'll notice the difference in your corn bread—in everything you bake.

You'll be astonished, too, at the easier mixing and faster cooking this modern corn meal gives you. To say nothing of the velvet-smooth texture you get.

Add the excitement of fresh corn flavor to your cooking. Try the Tamale Pie or the Corned Beef Double-Deckers. Either one transforms a little meat into a satisfying meal. And that new Pimiento-Pepper Corn Bread is simply wonderful! Try it!



Easy, fun to make, gay to look at.
Changes plain-Jane
meals into feasts

Quick Pimiento-Pepper Corn Bread

Quick 9-minute 1 bowl recipe

Smooth-textured. Non-crumblly

1 cup Quaker or Aunt Jemima Corn Meal*	¼ cup chopped green pepper
1 cup sifted flour	2 tablespoons chopped pimientos
4 teaspoons baking powder	2 eggs, beaten
1 teaspoon salt	½ cup milk
	½ cup melted shortening

Sift together corn meal, flour, baking powder and salt; mix with green pepper and pimiento. Stir in beaten eggs and milk; lightly stir in melted shortening. Bake in a greased 8" square pan in a hot oven (425°F) 20 to 25 minutes.

Results on all recipes guaranteed only for Quaker Corn Meal or Aunt Jemima Corn Meal. *Either white or yellow Corn Meal can be used.

Quaker
and
Aunt Jemima

CORN MEAL

with the

FRESH CORN FLAVOR

In Quick and Regular Grits, too



Both Quaker and Aunt Jemima bring you the choice corn, new milling methods, new packaging—for the Corn Meal (and Grits) with the fresh corn flavor. In bag or box, with either of these famous faces.



One taste is worth a thousand pictures—
thanks to—

How to make Meat Balls and Spaghetti—*Hunt Style*

If you have a family of hearty eaters—or when you want something simple and delicious for a group of friends—nothing's better than tender meat balls simmered in a savory tomato sauce.

These are especially nice. You can serve them with steaming-hot spaghetti, or if you prefer, with rice or noodles.

When you taste them, you'll see why women buy more Hunt's Tomato Sauce than any other kind. Hunt's is the *good cookin'* tomato sauce, delicious tomato flavor, just-right seasonings. Its beautiful color tells you the story—no starchy fillers, no "soupy" flavor. That's why men like it.

Try this fine recipe. Also use Hunt's Tomato Sauce in your soups, stews, meat loaf, casseroles—for *good cookin'!*

- 1 clove garlic, minced
- $\frac{3}{4}$ cup chopped onion
- 4 tbsp. of fat
- 1 lb. ground beef 1 cup water
- 1 can Hunt's Tomato Sauce
- 1 tsp. salt $\frac{1}{4}$ tsp. pepper
- 2 tsp. Worcestershire Sauce
- 1 8-oz. pkg. spaghetti, cooked
- Grated cheese

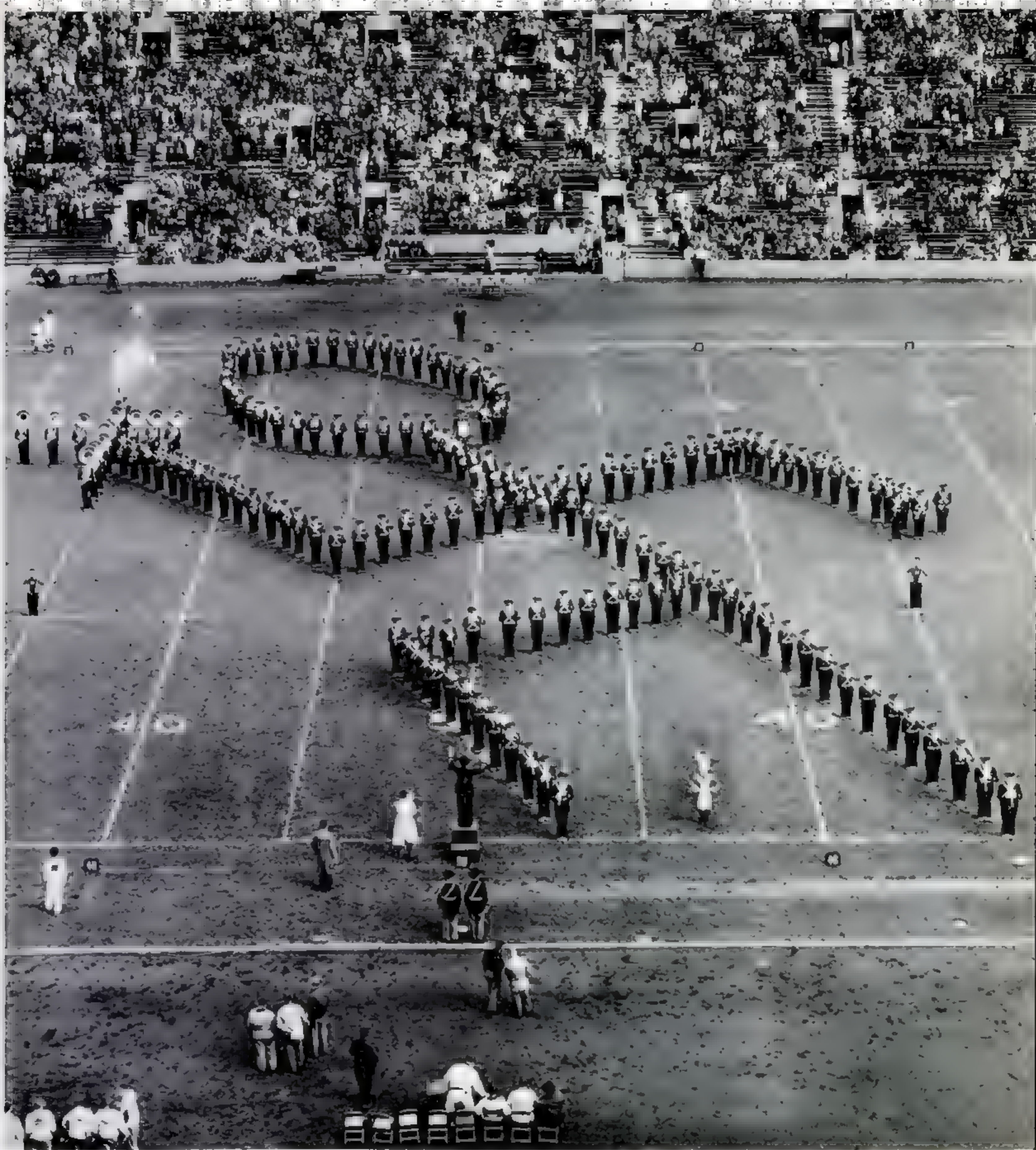
Lightly brown onion and garlic in hot fat. Add salt to meat, mix lightly, form into 8 meat balls. Brown in drippings in pan. Add Hunt's Tomato Sauce (it pays to insist on the Hunt red label!), water and seasonings.

Cover and simmer 40 minutes. Pour sauce over hot spaghetti. Sprinkle with cheese. Serves 4.



RECIPES FOR YOU! One on every can of Hunt's Tomato Sauce, at your food store. Hunt Foods, Inc., Fullerton, California.

Hunt—for the best



MICHIGAN BAND, COVERING WIDTH OF NORTHWESTERN FOOTBALL FIELD, USES STICK-DRAWING METHOD TO FORM FIGURE OF TORCHBEARING GREEK RUNNER

GREEK RUNNER ON A GRIDIRON

Band helps start Olympic drive

Before the beginning of last week's Michigan-Northwestern game the 150-piece University of Michigan band marched out on the field. After a series of precise and complicated maneuvers, the men straddled the gridiron in a giant figure of a torchbearing Olympic runner. While the torch flickered and the band played *My Hero*, an announcer told 38,600 spectators what it was all about. The demonstration was one of many staged to celebrate National Olympics

Day and to remind people that U.S. athletes, facing a showdown with those of Soviet Russia at Melbourne in 1956, would need \$1.1 million in public contributions in order to get there. As the fund campaign opened, there was another kind of Olympic activity in London. Russia's athletes, who are supported by the state and have no fund raising problems, gave an impressive performance. The most impressive of all, however, was given by a Briton (next page).

caught in the rain today
may cause a

COLD

tomorrow!



at the first sign of a cold—
take 2 Bayer Aspirin tablets
and feel better—

FAST

Imagine! That headachy, feverish feeling... those muscular aches and pains—relieved by Bayer Aspirin, with amazing speed.

One reason why is that a Bayer Aspirin tablet starts disintegrating fast—*stopwatch* fast! Thus, it's ready to go to work almost the instant you take it.

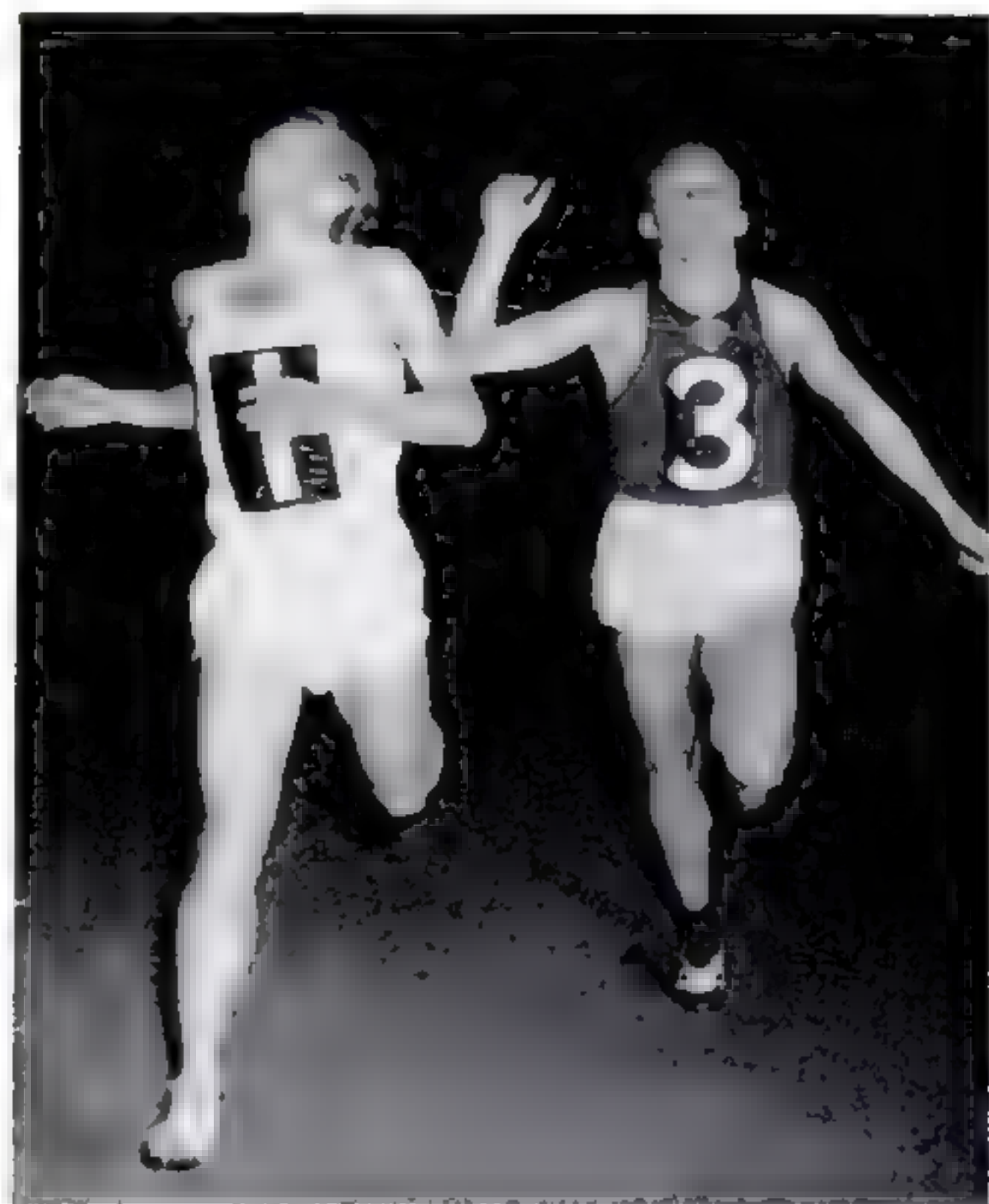
So use Bayer Aspirin. And, for soothing relief of sore throat due to a cold, gargle three times daily with 3 Bayer Aspirin tablets dissolved in one-third of a glass of water.

get the best—get

BAYER
ASPIRIN



Greek Runner CONTINUED



GASPING FINISH BRINGS CHATAWAY TO TAPE ONE YARD AHEAD OF KUC

A RUNNER-UP RUNS FIRST

In London, in a test of Olympic talent between England and Russia, an Englishman who customarily plays supporting roles turned out to be the unexpected star. As pacemaker, Chris Chataway had helped Roger Bannister become the first man to run a mile faster than four minutes (*LIFE*, May 17). Then he ran with John Landy when the Australian broke Bannister's record. Last week in the 5,000-meter race, Chataway faced Russia's great Vladimir Kuc, who recently broke the world record for that distance. This time Kuc ran even faster but Chataway held hard on the Russian's heels, put on a desperate burst at the finish. "I just closed my eyes and gave everything I had left," he said later. He beat Kuc and set a new record of 13 minutes, 51.6 seconds. In a year of great track deeds Chataway's ranked among the best. The Russians, though their ace was beaten, could take satisfaction from the fact that their Olympic men and women outpointed the English 159 to 89.



AFTER RACE ROGER BANNISTER (RIGHT) ASSISTS WINNER FROM TRACK

CONTINUED ON PAGE

Friskies Dog Food Guards Against **HIDDEN HUNGER***



*** Caused by a lack of certain food elements essential to normal growth and health.**

UNLIKE HUMANS, your dog can't tell you when his vitality is running low. Unknown to you, the food he is getting may not contain all the important elements he needs. This can lead to serious illness, even shorten his life.

IN FRISKIES your dog gets every known food element for normal health.

Canned Friskies gives him rich, red horse meat from choice steaks, chops and roasts. And every ingredient is inspected by the U.S. Government, as certified by the Government seal on the can.

Friskies Meal is rich in meat proteins, and contains 19 basic ingredients. It is a dry-type food, the type fed by 9 out of 10 professional kennelmen.

YOU GET ONLY WHAT YOU PAY FOR! Cut-rate dog foods are no bargain. They cannot possibly give you Friskies' protection against "Hidden Hunger." If you value the love and affection of your dog, give him Friskies—canned or meal—backed by over 50 years' experience in animal nutrition. It's the sure way to guard your dog against "Hidden Hunger."

A FRISKY DOG IS A HEALTHY DOG —
KEEP YOUR DOG FRISKY WITH

Friskies

PRODUCED BY THE
MAKERS OF
CARNATION MILK
ALBERS MILLING COMPANY
DIV. OF CARNATION CO.
LOS ANGELES 26, CALIF.



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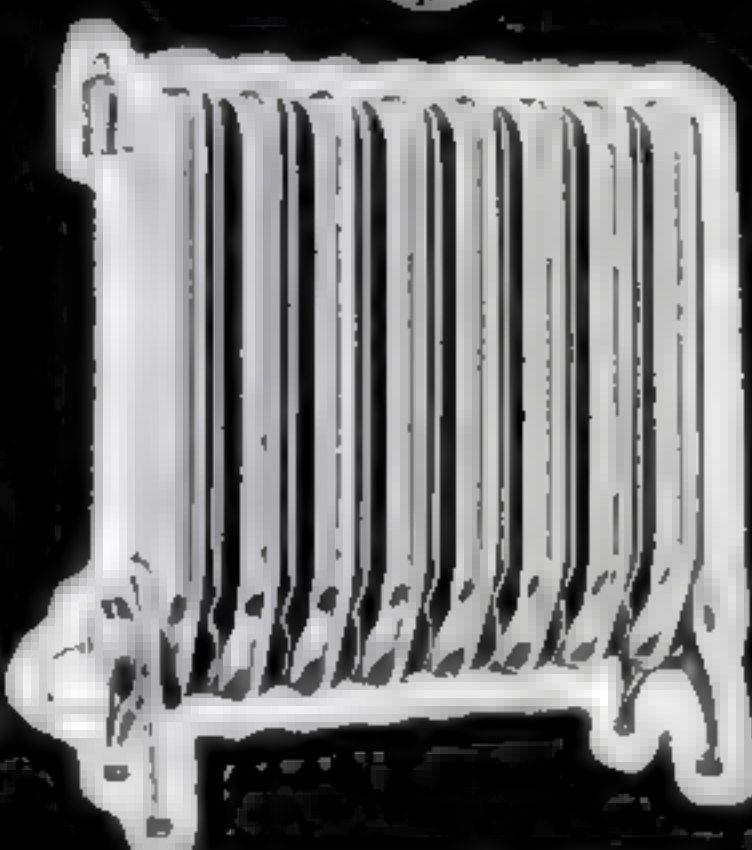
Electresteen® PORTABLE RADIATOR



THE ORIGINAL
ELECTRIC STEAM
RADIATOR

**SAFEST
MOST EFFICIENT**

IVORY OR WALNUT
8 SECTION MODEL \$39.95
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BE SURE IT'S THE GENUINE
Electresteen RADIATOR



Electresteen DELUXE THERMOSTAT

PROVIDES FULL AUTOMATIC
CONTROL FOR ANY ELECTRIC
SPACE HEATER. JUST HANG UP,
PLUG IN, SET IT, AND FORGET IT.

ONLY \$9.95

WORLD'S SAFEST VAPORIZATION FOR RELIEF FROM COLDS

Electresteen AUTOMATIC ELECTRIC VAPORIZERS

UP TO 40% MORE
FOR YOUR MONEY

MORE CAPACITY
MORE FEATURES

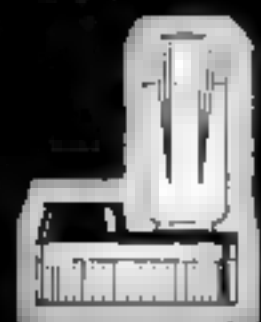
AUTOMATIC SHUTOFF
LARGEST MEDICANT CUP
FAST STEAM ACTION



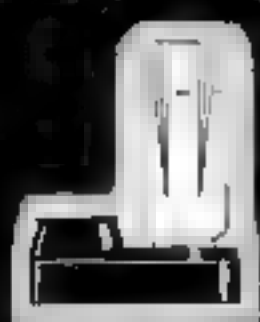
ASK YOUR DOCTOR
HE KNOWS
ELECTRESTEEN

ONE-GALLON CAPACITY \$6.95
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ASK FOR THESE FAMOUS ELECTRESTEEN PRODUCTS AT LEADING DEALERS EVERYWHERE



DELUXE
Vaporizer
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ELECTRIC STEAM RADIATOR CORPORATION
ONE ELECTRIC AVENUE, PARIS (Bourbon County) KENTUCKY

Greek Runner CONTINUED



RUSSIAN HOPEFUL for 1956 Olympics, Gena Vinogradova, makes frantic arm-waving broad jump at London. Russian girls won seven of 10 events.



SOVIET STAR Vivie Roolid gives javelin heave of over 167 feet, 15 feet more than rivals at London. Another Russian girl holds world women's record.



NOW! Get twelve



animal pictures

for 3 Jell-O package fronts and 25¢

Because so many friends have told us that our Jell-O animal pictures would make wonderful nursery or rumpus room decorations—we're now able to send you a set of twelve.

Each picture is full-page size (11" x 14"). Each is in full color. And each is framed with a painted border. They'll be just as you see

them above—only bigger, of course!

To get your set, just send three Jell-O package fronts and 25¢—with your name and your address—to JELL-O DEPT. A, BOX 60, NEW YORK 12, NEW YORK.

We hope you'll send for this complete set, and we hope you'll enjoy having it.

JELL-O IS A REGISTERED
TRADE-MARK OF GENERAL FOODS CORP.
Copyright 1954, General Foods Corp.

Jell-O, Dept. A, Box 60, New York 12, New York
Enclosed are three (3) Jell-O package fronts and 25¢.
Please send me a set of twelve Jell-O animal pictures.

NAME _____

STREET _____

CITY _____ STATE _____

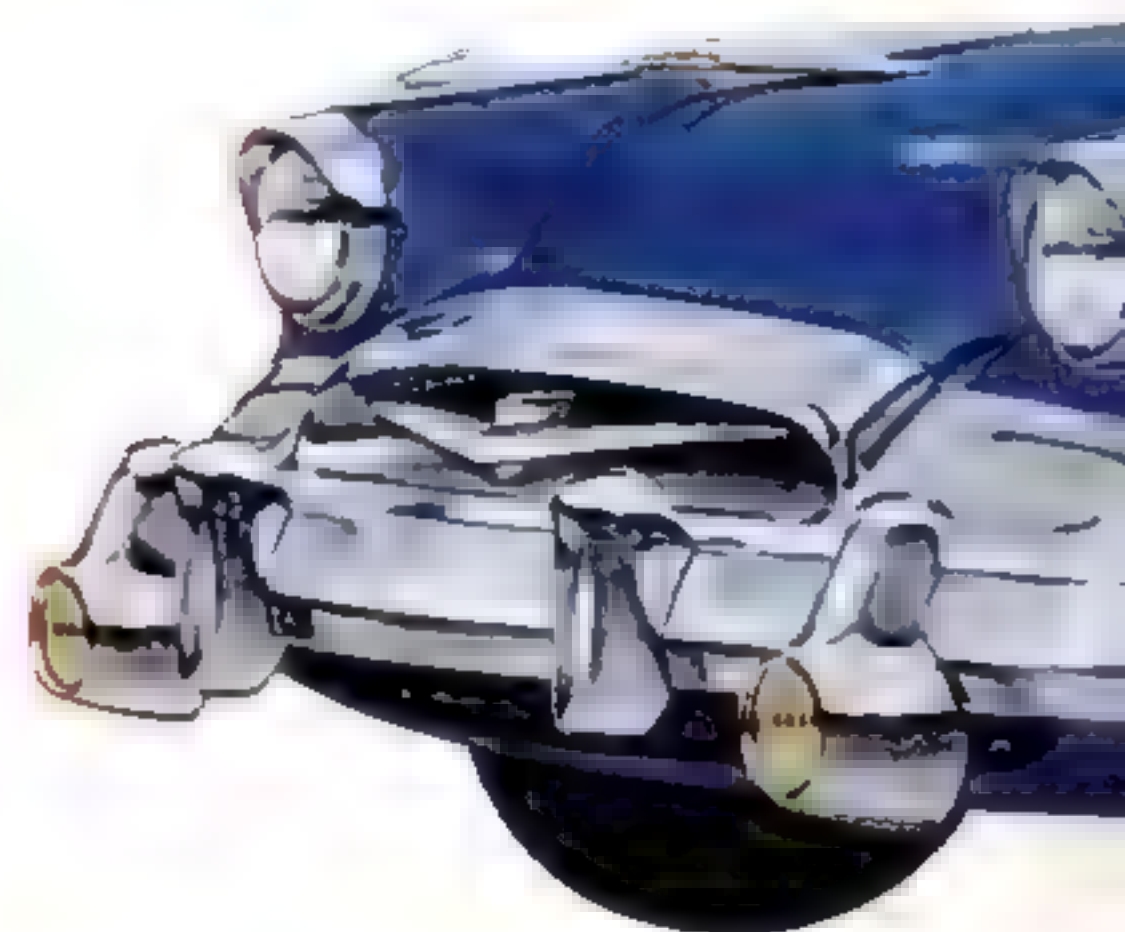
This offer expires Feb. 28, 1955. Good only in U. S. A.

The great new
Studebaker-Packard
Corporation
announces

Re-introducing a famous Studebaker name!

The President V-8

A superbly proportioned big car of
matchless economy and surpassing luxury



Here they are, America! The first dynamic new
headliners of the great Studebaker-Packard
combination! A thrilling trio of impressively big
new Studebakers...stand-outs in high style and
brilliant performance...priced to challenge all
competition...engineered to uphold the most
sweeping victories ever scored in the Mobilgas
Economy Run! Now at your Studebaker dealer's!

Packed with new power!
Sparkling with new beauty!

new
1955

3 exciting new 1955 Studebakers
at sensationally low *introductory* prices!

FIRST DYNAMIC FORWARD MOVE BY STUDEBAKER-PACKARD
THE WORLD'S 4TH LARGEST FULL-LINE PRODUCER OF CARS AND TRUCKS



NOW IN THE LOW PRICE FIELD!

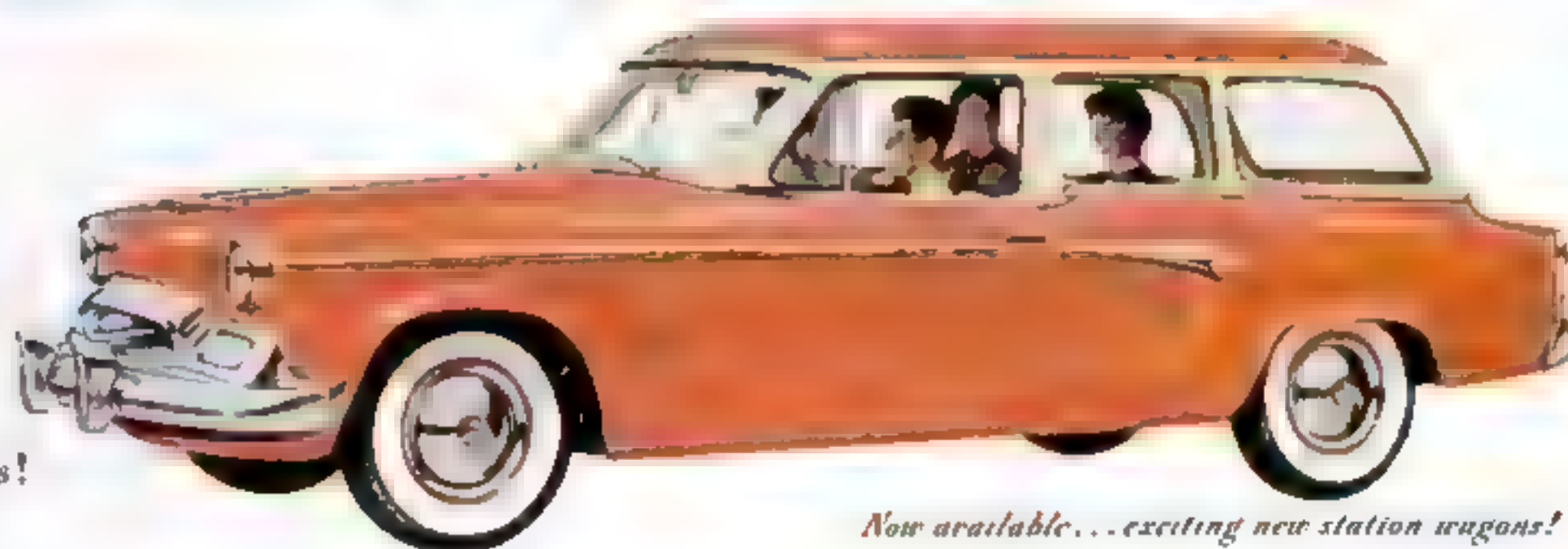
A sensational new high-powered

Commander V-8

More marvelous than ever!
A big new Champion

America's No.1 Economy car!

Impressive sedans! Speedlined sports models!



Now available...exciting new station wagons!

Studebakers

GET SET FOR
FESTIVE DAYS
AHEAD
WITH THESE
MONEY-SAVING

Pre-Holiday Specials



TV ROTOR CHAIRS

AT AN ATTRACTIVE LOW PRICE!



TWO for only \$89⁵⁰

and up, depending on fabric

Not one but TWO chairs at this low price! They swivel a full circle on silk smooth ball bearings, have 2 sets of deep coil springs, rubberized hair and many other luxury features!

SO INVITING!

THE NEW
BAHAMA GROUP
SOFA

\$159⁵⁰

CHAIR **\$89⁵⁰**

TWIN SECTIONAL
SOFA (illustrated)
right or left each **\$119⁵⁰**

Prices include delivery in the U.S. and Canada. Minimum 12-month payment terms.

WORLD'S LARGEST
FURNITURE
MANUFACTURER

SO LUXURIOUS!

... and so very easy to own!

Now—just before the gayest at-home holidays of the year, you can make important savings on the very newest inspirations in living room furniture!

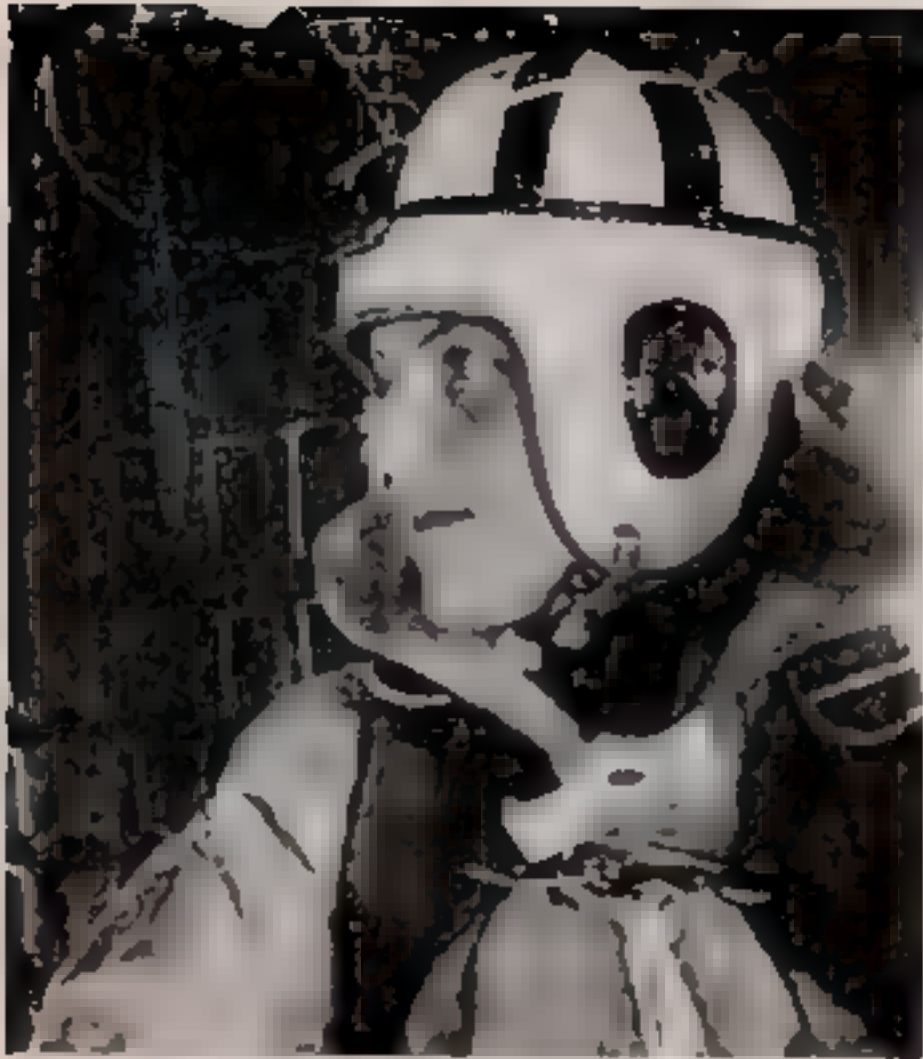
And here is furniture soundly built for a luxurious future—superbly designed to stay in style—Cushionized* for years of lasting comfort and beauty. Stunning new color choices in 100% DuPont Nylon!

KROEHLER

(Say KRAY-LER)

General Offices Chicago 11, Ill. In Canada: Stratford, Ont

*Reg. U. S. Pat. Off.



PARANURSE of the Canadian Air Force, Marion MacDonald, made her 42nd jump on the "rescue."

NURSES CHUTE TO RESCUE

U.S.-Canada test hunters' aid

To provide emergency aid for venturesome American hunters and fishermen who are flying by the increasing hundreds into the almost impenetrable bush of Canada, a combined U.S. and Canadian Air Force rescue operation was tested recently. On this rehearsal run, two nurses bailed out of a Canadian C-47 to help save "Mr. IMA Hunter" and the pilot of his hypothetical plane, "Mr. Dimwit," whose crash site was marked by a smoke signal (right). Meanwhile U.S. stretcher-bearers parachuted down to carry the "victims" to a seaplane on a nearby lake. Having learned lessons in rescue techniques, the air forces hope to repeat the test soon, this time with the U.S. as host.



READY TO JUMP, other paranurse, Marjory Fera, adjusts mask, a safeguard against branches.

BAILING OUT after an airman, Nurse Fera hurtles toward imaginary crash site marked by smoke. ➔

CONTINUED ON NEXT PAGE





Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



Take Hospital Tested

Pepto-Bismol®

...and feel good again!

Rescue Nurses CONTINUED



SNAGGED CHUTE is tugged at by Nurse MacDonald, who landed unhurt in a tree. She finally retrieved it by chopping down the tree with a hatchet.



"HURT HUNTER," played by member of team, is given first aid by Nurse MacDonald and Canadian paramedic. "Victim's" leg has already been splinted.



MISSION ENDS as Nurse MacDonald helps an American medic load the stretcher-borne hunter into an RCAF evacuation plane waiting on the lake.



BITE SIZE. Cereal shown here is Rice Chex—made by Kellogg Company.

New slant on breakfast—cereals in kid-size bites that fill up with milk, stay crisp as an ice cream cone: Rice Chex (above) and Wheat Chex. Shredded, sugared just a bit, then toasted 3 times—each has a new coaxing flavor! Try these refreshing cereals for a new slant on nourishment, too—

NOT JUST SINGLE GRAINS PUFFED UP OR SPREAD OUT BUT...



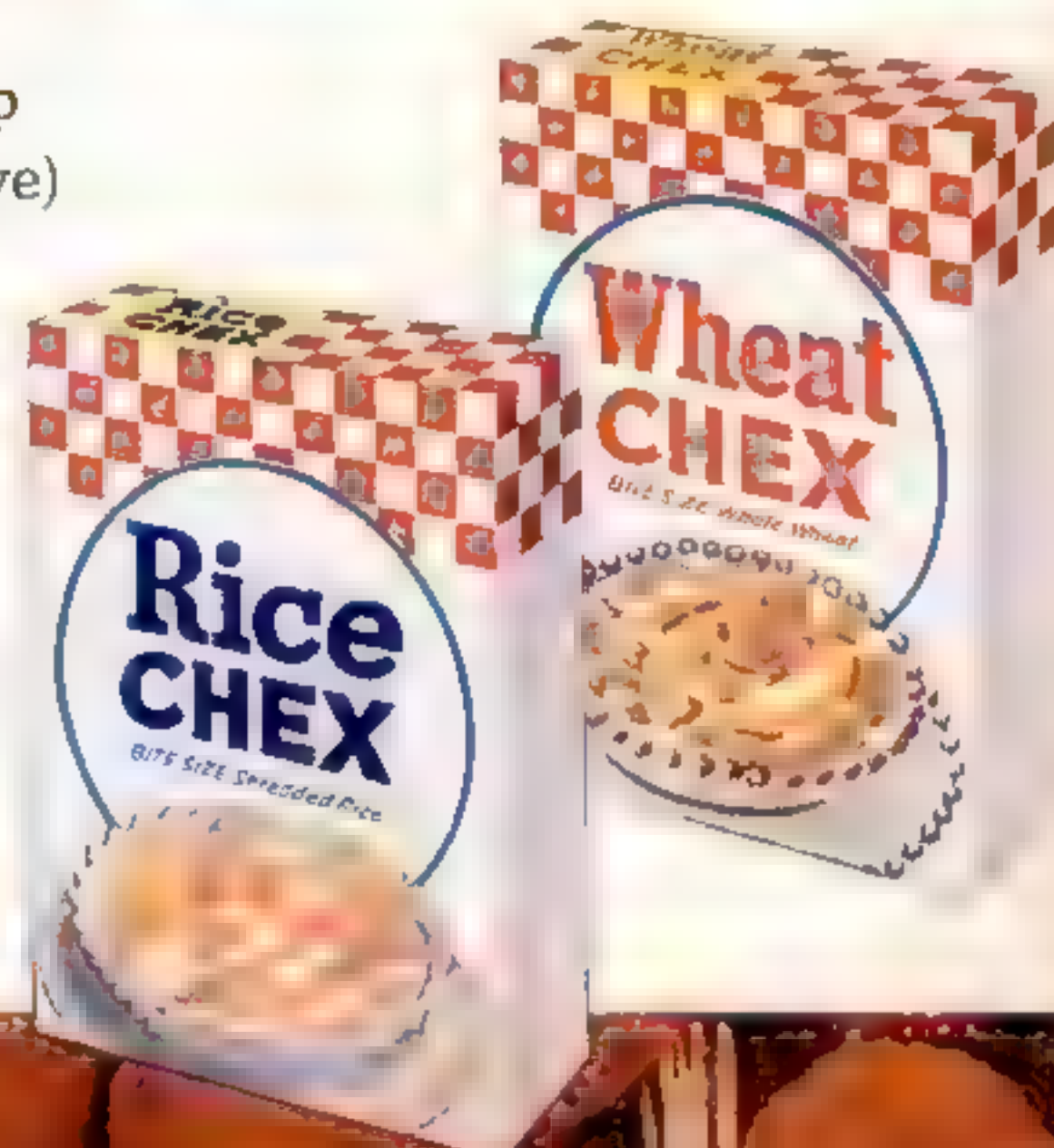
11 grains of rich, plump rice in each

Rice CHEX



15 grains of golden wheat in each

Wheat CHEX



Sunbeam

now has **BOTH**
the Automatic
COFFEEMASTER
and an Automatic
PERCOLATOR



Sunbeam **COFFEEMASTER** is the finest
of all ways to make coffee
for these reasons—



VIGOROUS AGITATION
without boiling, through
vacuum-pressure.
Uses **LESS** coffee ...
makes **BETTER** coffee

Coffeemaster makes more delicious coffee every time because its patented vacuum-principle **VIGOROUSLY AGITATES** the coffee and water which is a secret of good coffee. This **AGITATION** in the Brew-top, at the correct high heat without boiling, and for the correct automatic period of time, gives you the utmost in full flavor and aroma of the coffee. Coffeemaster uses less **COFFEE**—pays for itself in the coffee it **SAVES**. It saves time, too. Makes full strength coffee **FASTER**. You can make 1 to 9½ cups (3 oz.) in the Coffeemaster. It is completely automatic—shuts off by itself when the coffee is done, then re-sets itself to keep the coffee hot.

Sunbeam Coffeemaster has the new Stainless Steel Filter that is easy to use, more efficient, long lasting. Will not rust, tarnish or stain—the finest filtering device for coffee ever invented.

For those who wish an automatic Percolator
the new *Sunbeam* is the finest
and most beautiful made.

Makes the very finest percolator coffee made automatically.

Has the stainless steel pump that will not corrode or stick.

But in the Sunbeam Percolator, as in all percolators, the water is pumped up and merely **DRIPS** through the coffee and thus requires more coffee to give the same strength. However, for those who wish an automatic percolator, the Sunbeam is the finest percolator made.

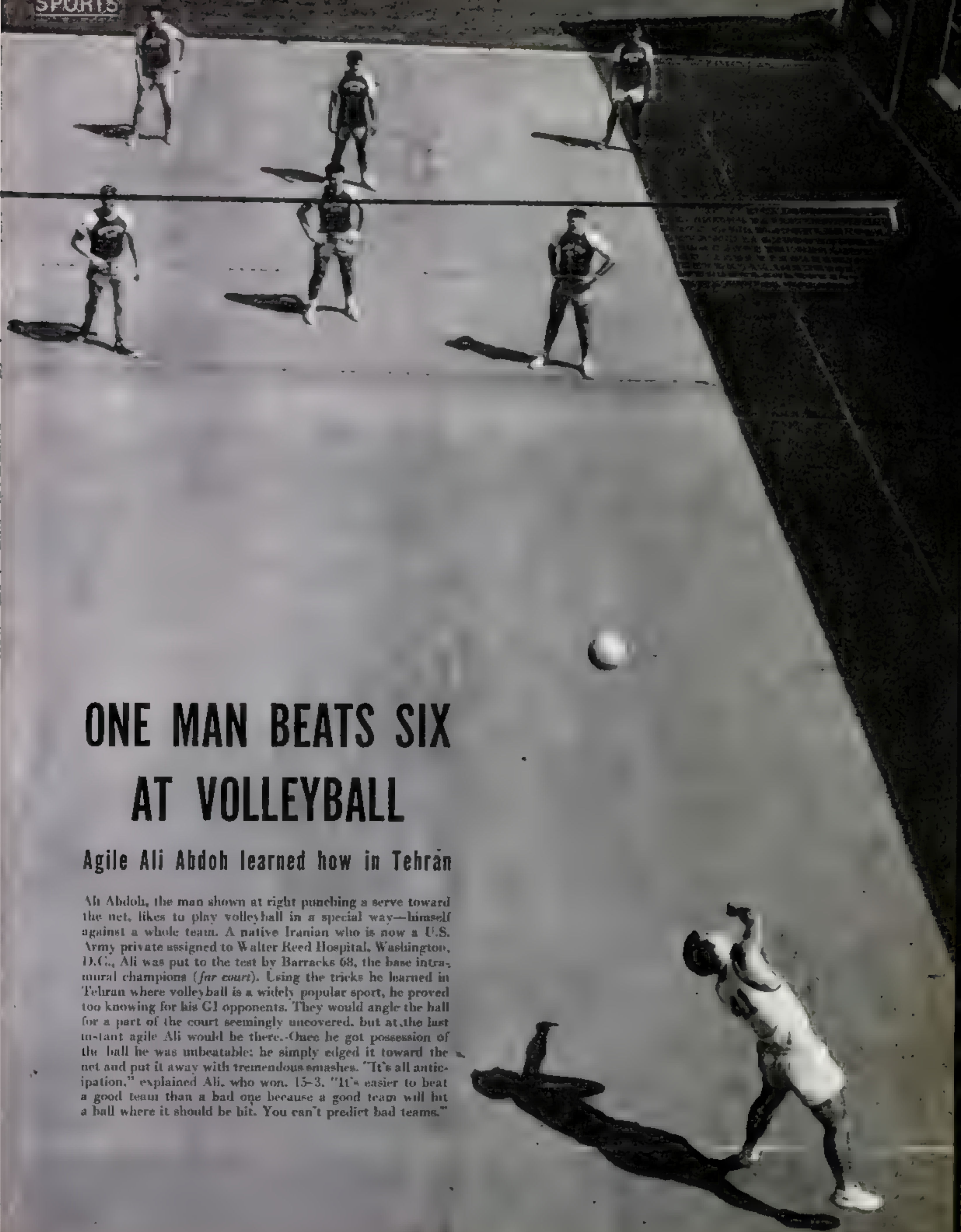
The easy-to-see signal light goes out when the coffee is done. The thermostatically controlled heating element then re-sets itself to keep coffee hot at perfect drinking temperature. Available in both 8 and 10 cup sizes. See your Sunbeam dealer.



Water drips through coffee
without vigorous agitation

See Sunbeam appliances on these great NBC-TV shows: Sunday Night Color Spectaculars, "Ethel & Albert" every week, and HOME, the daytime Magazine of Television. Consult your local TV schedule.

©SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois
Canada: 321 Weston Rd., Toronto 9



ONE MAN BEATS SIX AT VOLLEYBALL

Agile Ali Abdoh learned how in Tehran

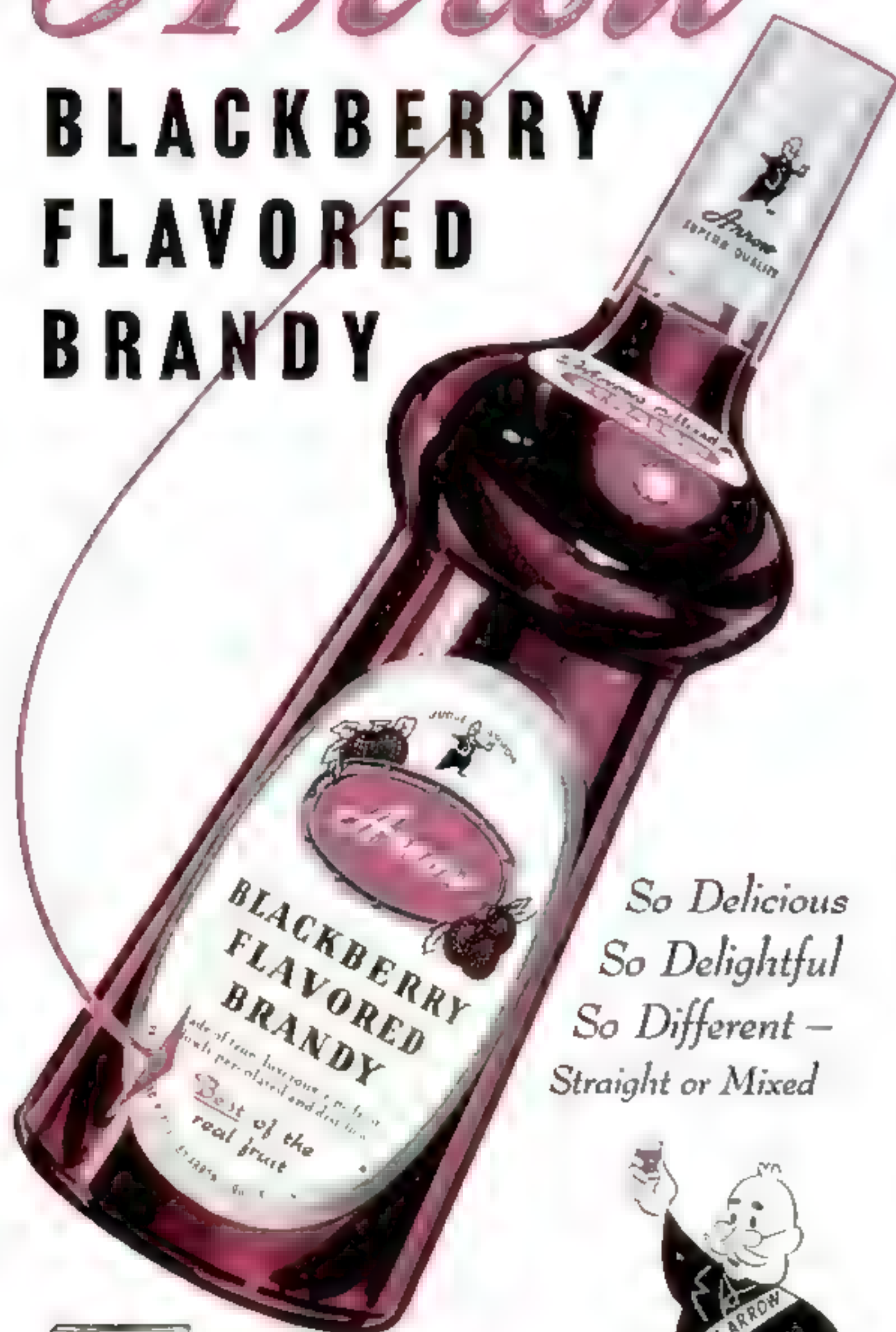
Ali Abdoh, the man shown at right punching a serve toward the net, likes to play volleyball in a special way—himself against a whole team. A native Iranian who is now a U.S. Army private assigned to Walter Reed Hospital, Washington, D.C., Ali was put to the test by Barracks 68, the base intramural champions (*far court*). Using the tricks he learned in Tehran where volleyball is a widely popular sport, he proved too knowing for his GI opponents. They would angle the ball for a part of the court seemingly uncovered, but at the last instant agile Ali would be there. Once he got possession of the ball he was unbeatable: he simply edged it toward the net and put it away with tremendous smashes. "It's all anticipation," explained Ali, who won, 15-3. "It's easier to beat a good team than a bad one because a good team will hit a ball where it should be hit. You can't predict bad teams."

Taste

THE REAL FRUIT

Arrow

BLACKBERRY FLAVORED BRANDY



*So Delicious
So Delightful
So Different —
Straight or Mixed*



FREE

Send for this unusual recipe booklet
... shows you how professional
barmen mix all types of drinks
quickly and easily. Address Dept. M



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Volleyball CONTINUED



READY FOR KILL, Ali Abdoh jumps into the air at the net to slam the ball at defenders. Every time he got in this position he managed to score a point.



KEY TO GAME is Ali's court coverage which enables him to retrieve difficult shots (left). With three volleys rules allow, he works ball up and over net.



OVERHEATED after solo victory, 24-year-old Ali takes a brief rest before playing again. Since coming to U.S. in 1949 he has never lost a team match.



Haunting flavor

Three-flavored treat* from Mars' sunlit kitchens—the best-liked chocolate-covered candy bar in all the world . . .

Milky Way 5¢ *

- 1. *Honest-to-Goodness* MILK CHOCOLATE
—from the finest imported chocolate beans
- 2. GOLDEN CARAMEL
- 3. CREAMY CHOCOLATE MALTED MILK NOUGAT



ABLAZE WITH LIGHT, NEW BANK STANDS NAKED IN THE NIGHT. VAULT IS AT LEFT ON STREET LEVEL, GOLDEN SCREEN AT RIGHT ON REAR OF SECOND FLOOR



METAL-WORKING ARTIST, Harry Bertone stands atop section of his screen, an abstract arrangement of welded panels covered with copper, nickel and brass.

MONEY CHANGING IN A HOUSE OF GLASS

Bank departs drastically from traditional solid look

The dazzling new world of glass-walled architecture was a surprising convert this month. In Manhattan the Manufacturers Trust Company, one of the biggest banking institutions in the U. S. (assets: \$4 billion), opened a Fifth Avenue office that is a far cry from the ponderous stone palaces which banks have traditionally inhabited. Walled with glass from top to bottom, the five-story building reveals to passersby such wonders as a 1,000-ton vault 10 feet from the sidewalk and a six-ton decorative screen made of metal (*left*). The bank told its architects, Skidmore, Owings & Merrill, who designed Lever House (page, June 2, 1952) that it wanted an "inviting look." To make sure the look stays that way, window washers have now begun a never ending job of cleaning the glass every day.

The difference in price is just
a few pennies...
the difference in protection
is priceless!

Only **Kent** goes to the extra
expense to protect you with
MICROSCOPIC FILTERING



KENT's exclusive *MICRONITE FILTER* removes millions . . . yes, millions
of microscopic nicotine and tar particles that slip right through con-
ventional filters. That's why KENT's *MICRONITE FILTER* takes out more
nicotine and tars than any other leading filter cigarette—yet it leaves in
the rich, full flavor of KENT's fine tobaccos.

Take your choice—**REGULAR** or 
new **KING SIZE**—same price



"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

KENT with exclusive **MICRONITE FILTER**



He had looked forward to seeing all those excited, smiling faces in Reno.

GAMBLER'S PARADISE LOST

Legalized Nevada proves a shocking surprise to a nostalgic better looking for some oldtime 'action'

by ERNEST HAYEMANN

DRAWINGS BY GEORGE PRICE

TO get the full, fierce, pulse-pounding thrill out of your first trip to wide-open Nevada, you must have had a somewhat misspent youth. I am therefore forced to admit at the outset that I had one. I learned at a tender age to understand the racing sheets in the back room of a cigar store, of which St. Louis had more than cigars when I was a youngster there. I discovered in the hidden recesses of Prohibition poolrooms how those fascinating wheels go round on a slot machine, and behind peepholes I learned the bewitching secrets of dice and roulette.

Then came the war, Senator Kefauver and the cleanup. How dear to my heart during those ensuing years were the remembered scenes of my delinquent childhood. How those billboards advertising Harolds Club of Reno, along highways all over the nation, would raise the skin at the back of my neck.

Not long ago I finally got to Reno. I was the prodigal son sighting the light in the window. I was MacArthur returning to Manila, Rip van Winkle yelling for his breakfast.

Three minutes after I registered at the hotel I was back downstairs at the bar, sitting up on a stool that commanded a full view of the casino. All around me were art, poetry and music; the dull metal gleam of the slot machines, row on row of them, with

a grind-whir like a covey of golden quail as the handles were pulled; a roulette wheel spinning slowly, with the ivory ball purring softly along the top; the wonderful green table with the big red dice hopping against the cushioned ends and the stickman chanting the lovely harmonies of seven, eleven and the hard-way eight. There it all was, just as I had remembered it through the long, long drought.

IT was early evening and I was the only customer at the bar. It went without saying that the bartender, especially under these leisurely circumstances, would be my bosom friend. It was always that way where there was "action" to be had. In the old days you could walk into a strange town and sit down at a strange bar almost anywhere and ask the bartender, "What do you like today?" He knew you meant what horse—and within five minutes you had his theory of handicapping and a bet with his bookmaker. If the horse won you shouted and bought a drink. If it lost, the bartender commiserated and bought you a drink.

So when this Reno bartender poured my bourbon and soda, I was all expectancy. How had the dice been going? Any big killings? Anybody made a dozen passes in a

row? Anybody tap out for the rent money?

The bartender put my drink down, scooped up my five dollar bill, replaced it with some small change and four silver dollars and walked away.

Not a word.

I began to notice that the whole room, save for the mechanical sounds of gambling apparatus, was strangely quiet. Where were the winners' cries of triumph? The losers' groans of dismay? Where was the owner, growing ulcers as he teetered between riches and bankruptcy?

I ordered another drink and, just to get moving against this cottony silence, took it and my silver dollars to the nearest blackjack table. The dealer was a middle-aged woman with a double chin, severe rimless glasses and flat feet. (Reno, I was to learn later, is the darling of the women's flat-shoe industry. The dealers have to stand practically the entire working day and after they have had the job for a few years their feet are killing them.) Two men were playing: one tall and skinny, with a few wisps of black hair plastered over a big naked bald spot; the other much older, gray-haired and tense.

I sat between them, stacking my dollars on the table. The dealer was putting out the cards. When she got to me she asked,

Libby's is so extra-rich in flavor
— so full-bodied!



Extra tenderness in Libby's Peas and Corn
means extra flavor!



Twice-Rich*

* RICH IN FLAVOR . . . RICH IN VITAMINS

Non-fattening, too! Full-strength, sunny-flavored Libby's is low in calories. Use this wonderful refresher often. It's never thin or watery. Brings you all the goodness of tomatoes ripened on the vine, including the important vitamins A and C. How about a glass right now?

Libby, McNeill & Libby, Chicago 9, Illinois



New: handsome ESTRON SCREEN PRINT draperies with Eastman color that endures

When you're searching for inspiration for new-season decorating to last through many seasons, it's comforting to know you can find it here in the new Estron Screen Prints. They are dependable, serviceable fabrics, unlike any you've seen before, because they are woven of Eastman Estron acetate and printed with Eastman's GLF dyes.

Only GLF dyes can give these hand-screened prints such lasting depth and clarity of color and outstanding fade resistance. And Estron acetate is an ideal fiber for drapery fabrics, because it provides luxury texture and drape; resistance to fiber weakening from sun; dimensional stability under changing humidity; soil resistance and ease

of cleaning. Here are handsome fabrics you can really count on for long-term decorating, beautiful colors you can repeat throughout your room with the confidence of a professional decorator.

You'll find Estron Screen Prints in a wide variety of sparkling patterns at prices that represent the smartest kind of investment. Made-to-measure draperies available lined or unlined, 36 to 114 inches long; starting at about \$15 the pair. At fine stores throughout the country; write us directly for the store that is nearest you.

Estron Screen Prints *fabrics of Estron acetate printed with Eastman GLF dyes*

"You in?" I nodded, shoved a dollar into the betting circle and found myself looking at two cards which totaled nine. It was the first time I had played blackjack in years and the first time ever in a professional game. Not knowing exactly how the game went I asked, "Can I get hit?"

Everybody at the table looked startled, but the dealer nodded. "Then hit me," I said. Again those looks of surprise. She dealt me a king.

And then I saw I had committed a serious breach of etiquette. The gray-haired man, to my left, also wanted another card. But he said nothing; he merely held his two cards against the green table top and made a little sweeping motion with them. The dealer flipped him a card. He made the motion again and got another. Then he stopped motioning and nodded his head almost imperceptibly, perhaps a quarter of an inch. He had enough.

After those two words "You in?" with which she had greeted me, the dealer never spoke again. She never smiled either, until she finally mustered a grimace of what I suppose was mild joy when her shift ended and a younger woman replaced her, in a changing of the guard which was also accomplished without a word. The game went on as before. I finally ran out of silver dollars and got up. If anybody was sorry or glad to see me go, no sign was given. I just walked away while the game went on its silent course.

(Later that evening I was called away from another blackjack table when paged for a phone call. I automatically said, "Excuse me" as I got up and the dealer and players looked at me as if I were a man from Mars.)

Back at my stool, I thought that perhaps the bartender, whom I had by that time tipped 45¢ on two drinks, might be interested to know whether I had won or lost. Or that at least he might say, "Hello" or ask, "Same thing?" He didn't say or ask anything. I decided that I had had enough of this solitary drinking and walked away without ordering.

At the dice table four men and a woman were trying their luck. Very quiet. Nobody was begging the dice for a new pair of shoes for baby. It was impossible to tell from the faces of the five shooters and the three croupiers whether money was being won or lost, or indeed whether the chips stood for cash or for buttons. I changed a \$20 bill into silver dollars and waited my turn with the dice. As I picked them up I was happy to note that my arrival had not gone completely unnoticed. "Here's a new shooter," the stickman said. Encouraged by this recognition, modest as it was, I shot \$5 and lost.

The dice moved on to a vivid upswept blonde with a yellow sweater and violet lipstick. I decided that she was going to be my lucky shooter; I rode along with her for \$10. She came out with a five and gave the dice a contemptuous look as if to say she could roll another five right back. Like everyone who gambles I am subject to hunches and even superstitions, and I was delighted that the fate of my \$10 was in her confident hands.

But as she resumed throwing, an odd thing happened. Instead of watching the dice, she began looking at the ceiling, meanwhile dabbing with a handkerchief at her lipstick corners. She was thinking of something far, far away, and finally her thoughts brought a smile to her face. It so happened that the smile came just at the precise moment that she threw a losing seven and the croupier raked in all the money, including my \$10.

She was a shill, of course, paid around \$50 for a six-day week to bet \$2 on the line every time in any game that was going slowly. She had not the slightest interest in how the dice turned up. All she had to make sure of was that at the end of her shift she had the same amount of money as the shill at the other end of the table, who was doing the same thing in an automatic two-way check on honesty.

HAROLDS CLUB—that's the big place, the place advertised all over the nation, the place you have to see; three solid floors of dice, roulette and blackjack tables; 800 slot machines lined up side by side and row on row, crowded so close together that you have to push the players out of the way to walk through the aisles.

Harolds is strictly assembly-line gambling. You can walk in wearing a tattered lumber jacket with the dirt of a farm or mine on your shoes and feel right at home. There is nothing fancy about Harolds. Indeed Harolds is as garish and as nakedly ugly as an unshaded light bulb hanging from the ceiling in a flophouse dormitory. There wasn't even a comforting drink to be bought at Harolds until the management finally was forced to relinquish some of the precious gambling space to keep up with competitors—and even now only a small proportion of Harolds' single-minded

CONTINUED ON NEXT PAGE

To the 6 million men
already using today's
new "pressure can"
lathers:—



Williams
now gives you
an instant lather with Nature's own
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

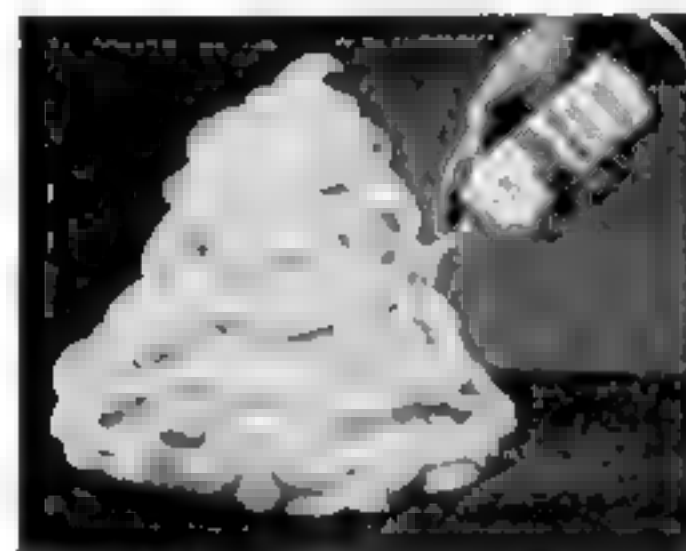
Williams' discovery—Lanotate²⁵
—revolutionizes shaving

LANOTRATE²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

All three with LANOTRATE²⁵

LANOTRATE²⁵ is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Luxury Lather and Williams Brushless Gilder. The J. B. Williams Company, Glastonbury, Conn.

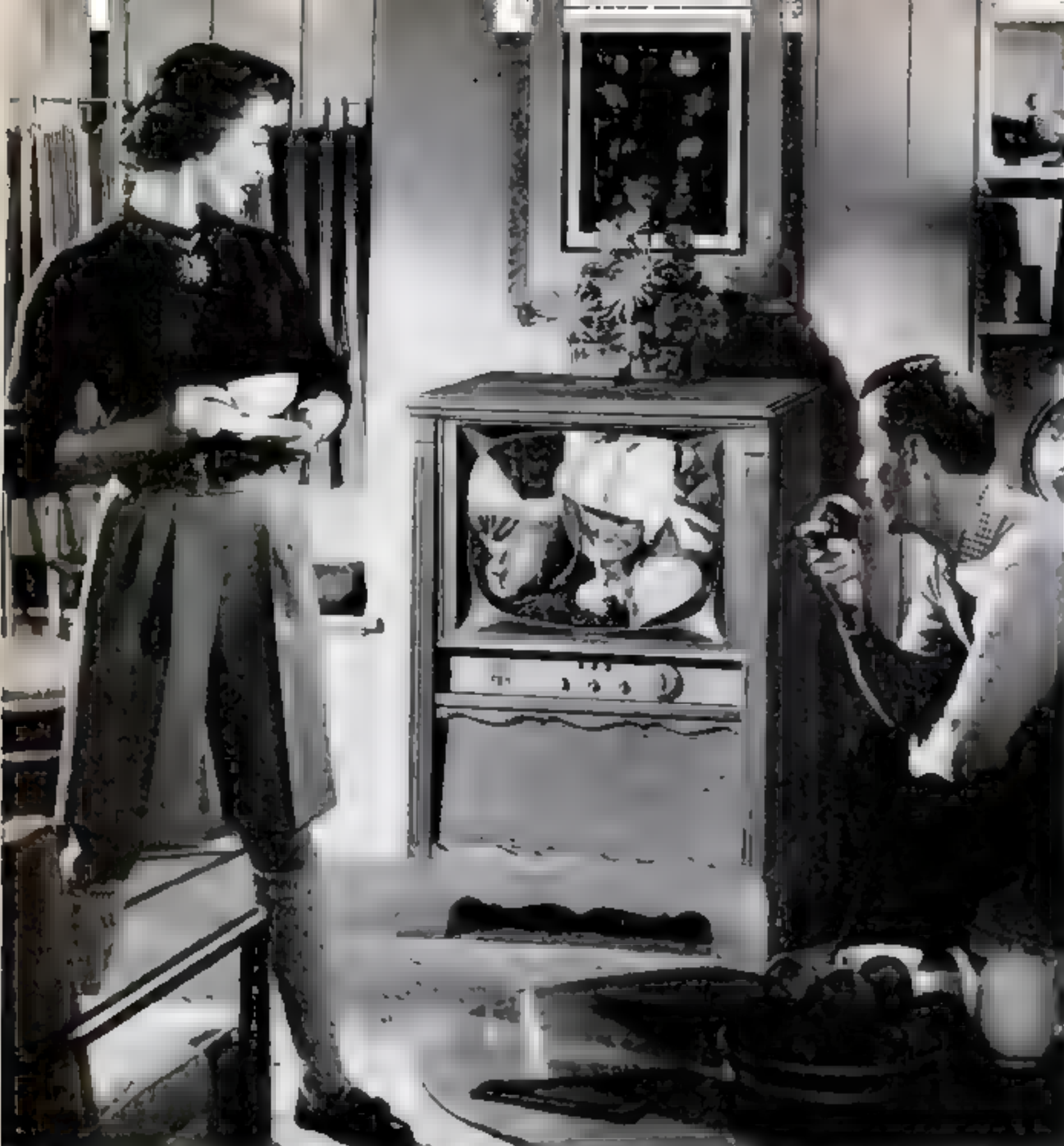


A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE²⁵ Instant Lather

younger looking. With regular use, LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.





Provincial 24-inch — French Provincial styling in rich fruitwood . . . big-picture TV with high fidelity sound

New **Magnavox** big-picture television

with **true high-fidelity sound...**

the most powerful television sound system!

SOUND is as important as the picture for your complete enjoyment of lifelike realism in television programs. Magnavox sound is true high-fidelity sound, with all the thrilling audio power of a magnificent Magnavox high-fidelity phonograph.

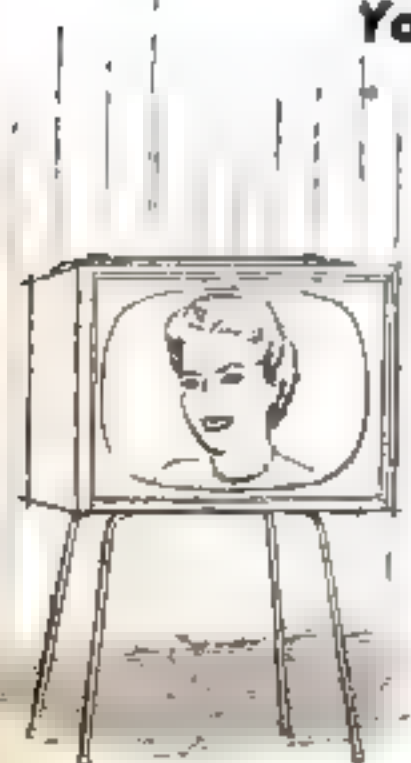
Fine furniture consoles, like the new "Provincial 24", have aluminized 24-inch picture tubes, Chromatic Optical Filters, and glare-diverting reflection barriers. The lifelike sound is matched by warm-toned pictures of unsurpassed realism — big-picture perfection unequalled by any other make.

Two high-fidelity speakers, 12-inch and 5-inch, coaxially mounted with sound diffusers, are inclined for ear-level listening pleasure. The high-fidelity amplifier drives the most powerful sound system in television today.

See and hear the "Provincial 24" and other Magnavox high-fidelity TV instruments at your dealer's now. (The carefully selected Magnavox dealers are listed under "Television" in your classified phone book.) A sight-and-sound demonstration will prove you'll be years ahead with a Magnavox!

Prices start at \$149.50 for Magnavox television, and as low as \$99.50 for hi-fi phonographs. You pay no more for Magnavox quality. Direct-to-dealer selling *saves* you money. The Magnavox Company, Fort Wayne 4, Indiana.

You are years ahead with Magnavox!



The New Look in TV!
Magnavision 21—big-picture perfection with new Top Tuning, new Omni-Directional speaker for lifelike sound realism. Full-powered chassis. In marproof Magnalex cordovan, complete with stand only . . . \$185.

BETTER SIGHT . BETTER SOUND . BETTER BUY

the magnificent
Magnavox
television - radio - phonograph



PRICES INCLUDE FEDERAL TAX AND ARE SUBJECT TO CHANGE—SLIGHTLY HIGHER IN FAR WEST



The dealer said, "You in?" and for the rest of her shift that was absolutely all she deigned to say.

GAMBLER'S PARADISE LOST CONTINUED

patrons waste any time hanging around the bars. (For such as do, the surrounding areas are booby-trapped with roulette tables to take away your spare change while you finish your drink.) There is still no lunch counter, much less a restaurant, although that will be remedied in a new building that the management has going up. It so happens that a wealthy woman who regularly lost up to \$2,500 a week at Harolds once went to the joint next door for lunch and has stayed there ever since. That sort of thing makes a gambling house proprietor think.

Harold has a great press agent; he can naturally afford the best. If you study his literature before you enter, your mouth waters. It seems that it was always the intention of the Harolds management to set the slot machines to pay off at the most fantastically generous rate in history. Due to an unfortunate error by a mechanic, the machines were set to an even more philanthropic figure than contemplated—a rate so high (although nowhere exactly stated) that it would make a less public-spirited management weep. A \$1 machine once paid out \$1,720 in a single hour. One patron won so much on the machines that he was enabled to take a long-coveted vacation in Mexico; lest the trip deprive him of further profits, however, he hired two men to play the machines in his behalf while he was gone.

When I walked into Harolds a man was playing the dollar slot machines right at the entrance. He was tanned and roughly dressed and looked like a moderately successful young rancher. One machine was too slow for him; he was playing two at a time, mechanically dropping in a coin, pulling the handle and turning to the next machine without even watching the wheels whirl round. There was no way he could possibly know whether he was ahead or behind until his coins all disappeared and he had to buy more. What he wanted was to hit a jack pot and he finally did. He got the three bars lined up and a male attendant brought him \$125. He told me he had put \$400 in the two machines. He seemed very pleased.

On the other side of the doorway a more modest attack on the machines was being made by a plump and grandmotherly woman with a broad, friendly face. She was dropping coins into a nickel machine, then switching after a time to another nickel machine, then back again. I immediately became very fond of her because she was the first person in Reno to strike up a conversation voluntarily. She advised me to try the machine at the end of the row, which she said had not hit a jack pot in quite some time. She volunteered that she had put \$12 up to that time in her two machines. "I'm just going to stand here and play these damn things," she said, smiling sweetly, "until they hit." I asked her how long she had been there and she said since 2 p.m. It was then 3:30.

"Aren't you tired of standing?" I asked.

"I'm used to being on my feet," she said.

"I been on my feet a lot in my life. It's a pastime, you know. The way my eyes are, I can't read all the time; so I come in here." She paused to scoop up some nickels that had dropped from the machine. "My husband gets fits, of course," she added.

I exhausted my roll of nickels, \$2 worth, and moved on. It had taken me 12 minutes, and by coincidence it also took me 12 minutes to lose a \$4 roll of dimes in a dime machine. This is

CONTINUED ON PAGE 11



All done for you!

VEG-ALL...

7 garden-fresh vegetables ...
all sliced, diced, mixed and cooked
for quick and easy salads ...
wonderful casseroles ... tempting,
hearty stews ... and 5-minute
old-fashioned soups

Use This Coupon to Get Exciting New "Main Dish Ideas"

The Larsen Company, Dept. 11, Green Bay, Wisc.
Please send "Vegetable Main Dish Ideas!" I enclose 1
label from a 1-lb. can of VEG-ALL (or 10¢ in coin) for
each series checked below.

- ☐ Winter-Spring series (8 recipes and menus)
☐ Summer-Fall series (8 recipes and menus)

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Now... discover how good *really fresh* tea can be!



You'll be amazed—as tea experts were—at the difference Tender Leaf's New Seal-Tight Foil Wrap makes in freshness, fragrance and flavor!

It's a fact—only *really fresh* tea is full-flavored tea! We proved this in tests all over the country—compared tea in ordinary packages with Tender Leaf protected by this new seal-tight aluminum foil wrap. Frankly, *even we* were

amazed at the difference! You can actually *see* Tender Leaf's brighter color, *smell* its finer fragrance, *taste* its richer, deeper flavor. Discover for yourself how good *fresh* tea can be... try Tender Leaf Brand today!



TENDER LEAF—FIRST AND ONLY TEA PACKED THIS FLAVOR-SAVING WAY!

GAMBLER'S PARADISE LOST CONTINUED

considerably more play for the money than one ever got from the one-armed bandits of my youth. And unquestionably Harolds' machines drop a lot of jack pots; the loudspeakers keep announcing them every few minutes. But it makes no difference. In the long run the machines get whatever the player is willing to lose and whether it takes five minutes or 50 is of no consequence.

My departure from Harolds was speeded by a discovery I made in a conversation at the bar. The gaudily decorated mirrors along the tops of the walls at Harolds, I was told, are not really mirrors at all from the other side, but windows where its own staff of security police can watch the customers. The stickmen at the dice tables watch the players; the dealers watch the stickmen; the pit men roaming the room watch the dealers; the security police at their one-way windows watch the pit men and the public. Just thinking about it made me uncomfortable. Every time I glanced up at the mirrors, at those unseen faces staring suspiciously into mine, I felt a chill.

As I walked out the grandmotherly woman was still playing the nickel slot machines at the doorway. The aisles were very crowded now and I had to stretch on tiptoe and shout to make her hear me. "Have you hit yet?" She shook her head. "I've put \$20 in them now."

It was a few minutes after 4 o'clock. She was entering her third hour at those two monotonous machines.

NEXT to the slot machines, the favorite form of gambling among women in Reno seems to be bingo, which can be played for as little as 10¢ a card. I watched this phenomenon and can report without fear of contradiction that bingo is merely a pseudonym for lotto, a nursery game which normal children outgrow and find boring by 9. Harolds Club has a fancy version of bingo called keno, which is a little better because you don't have to pay any attention or even be around while all the boring details are being worked out. It is typical, however, that Harolds should promote this game by telling you over and over again that you can win \$5,000 for the investment of a mere dollar bill. Your chances of doing so, mathematicians tell me, are one in 891,171.

IN the hotel casino I kept seeing one very pleasant woman in her 60s, well dressed and wearing dark glasses, who was there almost every night playing blackjack at \$1 to \$10 a hand. One evening when I passed by she was just dispatching a waiter to fetch another \$20 bill from her husband, who was idly playing dimes at the roulette wheel. Another evening she was there alone and the manager was cashing a \$100 check for her. She told me that she and her husband moved to Reno more than a decade ago. They own a business, so she can afford to be a steady patron.

If she kept feeding in the \$20 bills and \$100 checks, surely she must have had some pretty spectacular winning streaks? She told me, "I won \$350 one night right in this room. And one night I won \$650 at Harolds. Oh, yes, and then there was one night when I won \$1,200. But that was a long, long time ago. . . ."

That's why you seldom hear much commotion among the players. Reno is the city of the little gamblers. Their \$20 bills and even their hundreds are pathetically small against the resources of the house. As the swings of luck move up and down, the player with the little stake very soon goes broke. The house never does.

The players almost never win and sooner or later, if they keep coming back, they even lose the feeling that they might win. They gamble only because they must, grimly and pessimistically. As a bartender down the street told me, "It's no good. My wife and I been here 11 months. We've both got good jobs. But I've seen her take her night's pay and put it right back in the slot machines before she even leaves the place. Me, I know better when I'm sober but when I get on the whisky I go crazy at the dice tables. Eleven months here and we've put \$100 in the bank account we had all these years. We drew out \$300. I'm going to get out of here in the fall. . . ."

As for the house, who is the house? Usually a syndicate, a corporation. The hired hands are almost as disinterested as the shills. Even the boss, if there is one, seldom knows how the house is doing at the moment. At gigantic Harolds, the accountants never know what has happened during any eight-hour shift until they have had a full day to count the money.

I liked it better in the old days when the house was likely to be someone no more formidable or impersonal than old Harry B., a fat and worrisome businessman who ran a crap game on the side in a little Illinois town where I spent a good deal of time. A shoe factory hand got hot with the dice one night and won \$1,000. Then

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Model 77 \$29.95
Slightly higher in
Far West Available
at leading stores in
CANADA.



ANNOUNCING!

The most sensational vacuum cleaner of all time!

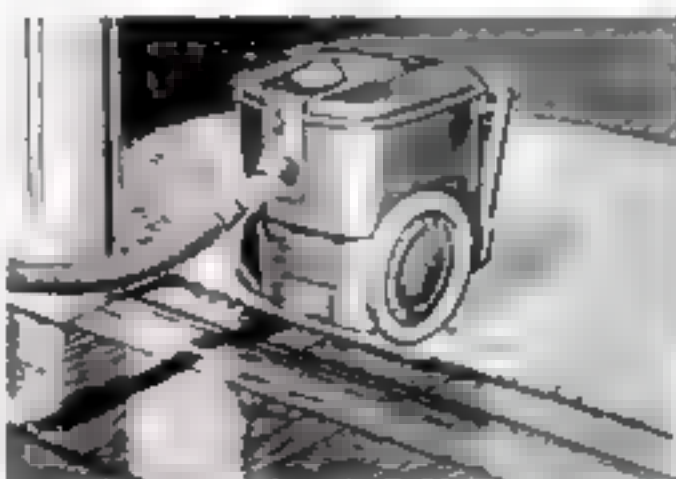
the ALL NEW 1955

LEWYT

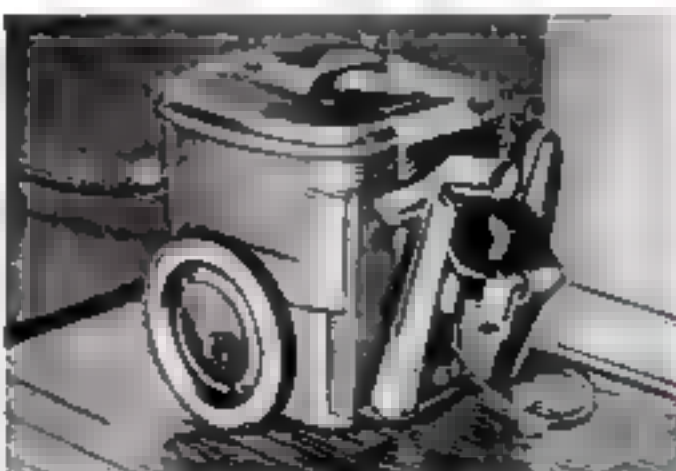
on big wheels



ONLY LEWYT ROLLS READY-TO-USE from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



ONLY LEWYT ROLLS OVER SCATTER RUGS, door mats, from bare floors to deep carpet! Not only swivels but rolls room-to-room — no lugging or tugging!



ONLY LEWYT ROLLS WITH ALL TOOLS everywhere you go* — no chasing back and forth! Tools ride compactly behind, don't scratch your furniture!

*Tool Rack for back of Lewyt and Wall Rack for closet, optional at small extra cost.

It's here! The world's FIRST and ONLY cleaner that swivels and rolls effortlessly all through the house!

No lifting or carrying — it's on BIG RUBBER WHEELS!

AND — in this great new Lewyt you get more power... instant dust disposal... unequalled quietness! It's today's greatest value — see it at 10,000 dealers coast-to-coast!

- NEW!** Instant dust disposal. Flip open hinged top, toss out "Speed Sack!" No clamps to undo! No dust bag to empty!
- NEW!** Extra rug cleaning power! New Dual-Turbo Motor plus No. 80 Carpet Nozzle clean rugs 4 ways at every stroke!
- NEW!** "Power Dial" for exact suction!
- NEW!** Allergy-proof filter system! New compact, square shape! New deodorizer!
- PLUS!** Comes with all tools to clean floor-to-ceiling! For nearest dealer look under "vacuum cleaners" in your phone book.
- OFFICIALLY ENDORSED** by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

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MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave...



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MOLLE LATHER is the richest Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

*Pronounced Mö-Lay

GAMBLER'S PARADISE LOST CONTINUED

he bet the \$1,000 against Harry's brand new automobile. He threw a seven and won—and Harry stepped to the door, opened it and threw up.

It was my last day in Reno, nearing plane time, and I sat at the hotel bar having one last look at the casino. It was about the same time of day as when I arrived. At the closest blackjack table the same woman with the severe glasses and the double chin was dealing. She had just one player, a lone stranger in a brown suit who was doling out silver dollars one to five at a time.

Somehow it seemed only fitting and proper to join them and I did. The dealer, if she recognized me, showed no sign. Nor did she have to ask, now that I was a veteran, "You in?" I made my bet without prompting, picked up the two cards she dealt me and made the socially correct sweeping motion to indicate that I wanted another. I won, lost, won, lost and lost. The stranger in brown was doing a little better.

Nobody said a word. Except for the dealer's hands as she distributed the cards, we hardly even moved. Once in a while I took a sip of my drink. Once in a while the dealer moved her wrists to glance at her watch, counting perhaps the minutes until she could sit down and rest her feet, or perhaps until her eight-hour day would end and she could go home with another \$15 in pay.

The silence went unbroken until the dealer unaccountably made a mistake. I had three cards totaling 19; she had two cards totaling 18. But she swept my \$3 off the table and dropped them into her cash rack. It was the first error I had seen in mechanically perfect Reno.

The dealer saw it too, even as the three silver dollars were dropping into the rack. She frowned and bit her lip. "Excuse me," she said. "I was daydreaming."

I could hardly blame her.

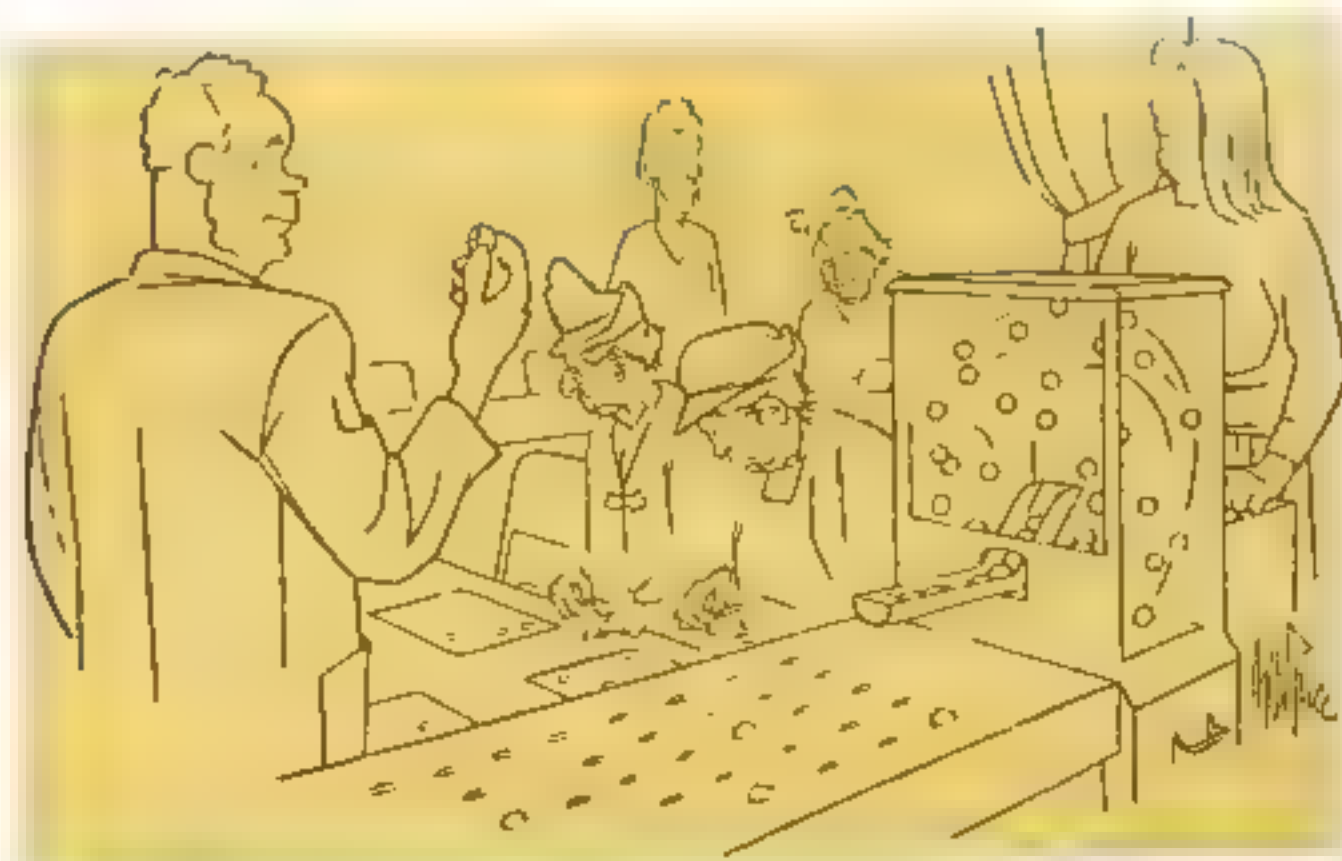
More minutes passed, again without a word. Business picked up in the casino as the evening hours approached. The noise of the slot machines grew louder. There were crowds now around two of the roulette tables. The stickman at the dice table had to raise his voice as he droned, "Eight, the easy eight... Coming out now... Nine the point... Seven the loser... Eight, the hard eight..."

Then it was time for the airport limousine. I got up, with the few silver dollars I had left, and walked away. The man in brown, seeing me quit, decided to leave too. Naturally none of us said goodbye. It simply worked out that one minute two men were playing against the dealer and the next minute, without a word, the dealer stood there alone.

But not for long of course. As I turned around for my last look the little blonde with the violet lipstick stepped up to the table with her handful of house-owned silver dollars. She had evidently been watching a television program, for as she made her first \$2 bet she was standing tiptoe trying to see the set at the back of the bar. The dealer had to tap on the table and finally shake her arm to get her to pick up her cards. She made the little sweeping motion for another card and immediately looked back at the television set.

There they were, three days almost to the minute since my arrival—the bored shills, the automatonlike dealers, the silent players. It was something like watching a long, sleepy and rather sad movie. This was where I had come in.

I'll never go back.



They can call it keno or bingo, but lotto by any name is an insult to the human intelligence.



Sally Ross tells you why
Pream is a joy
to cook with, too!

FOR Cream Sauce



Easiest, best way yet to make
this basic sauce perfectly—
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FOR Smooth Gravy



No lumps ever—and so lus-
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FOR Creamier Soup

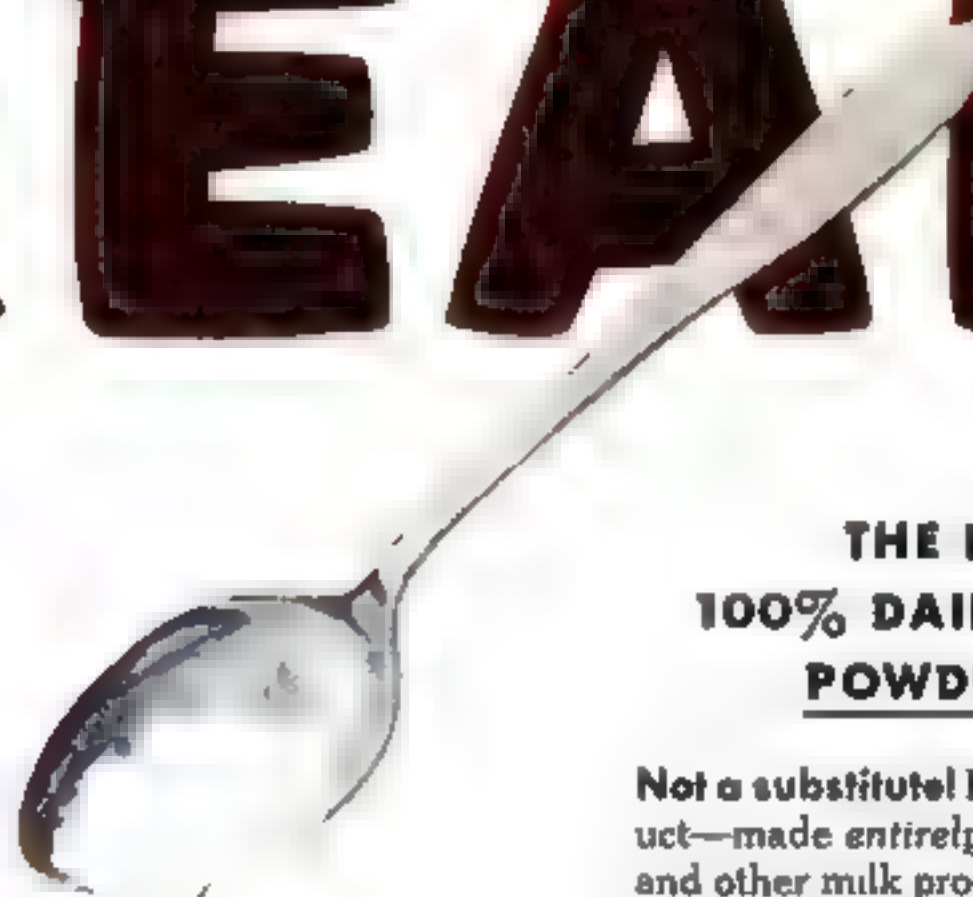
For richer flavor, add 3 or 4
tablespoons of Pream to your
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THE DELICIOUS 100% DAIRY PRODUCT IN POWDERED FORM

Not a substitute! Pream is a true dairy prod-
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Never sours! Never "turns"! Keeps indefi-
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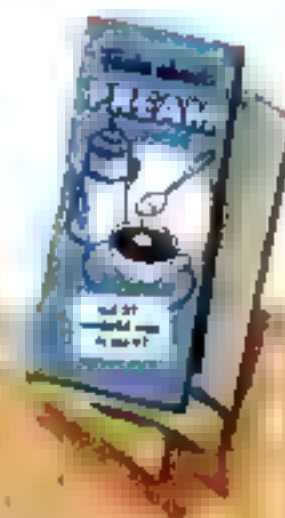
So economical! Pream costs about 1/3 less
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Less calories! When you Pream your cof-
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Instant dissolving! Just put a spoonful of
Pream on top of your cup of hot coffee or tea.
Stir... and enjoy! Get Pream today!



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to "cream" it
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SEND FOR FREE RECIPE FOLDER

Simple, fast Pream ways
to make these three standbys
more luscious—plus dozens of
other work-saving Pream
cooking ideas—are yours in the
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Folder! Just fill in and mail
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Please send me FREE Pream Recipe Folder.

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Pream is available also in the Dominion of Canada, Alaska, and Hawaii.

2400
(You may
order this
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tie #2400
monogrammed
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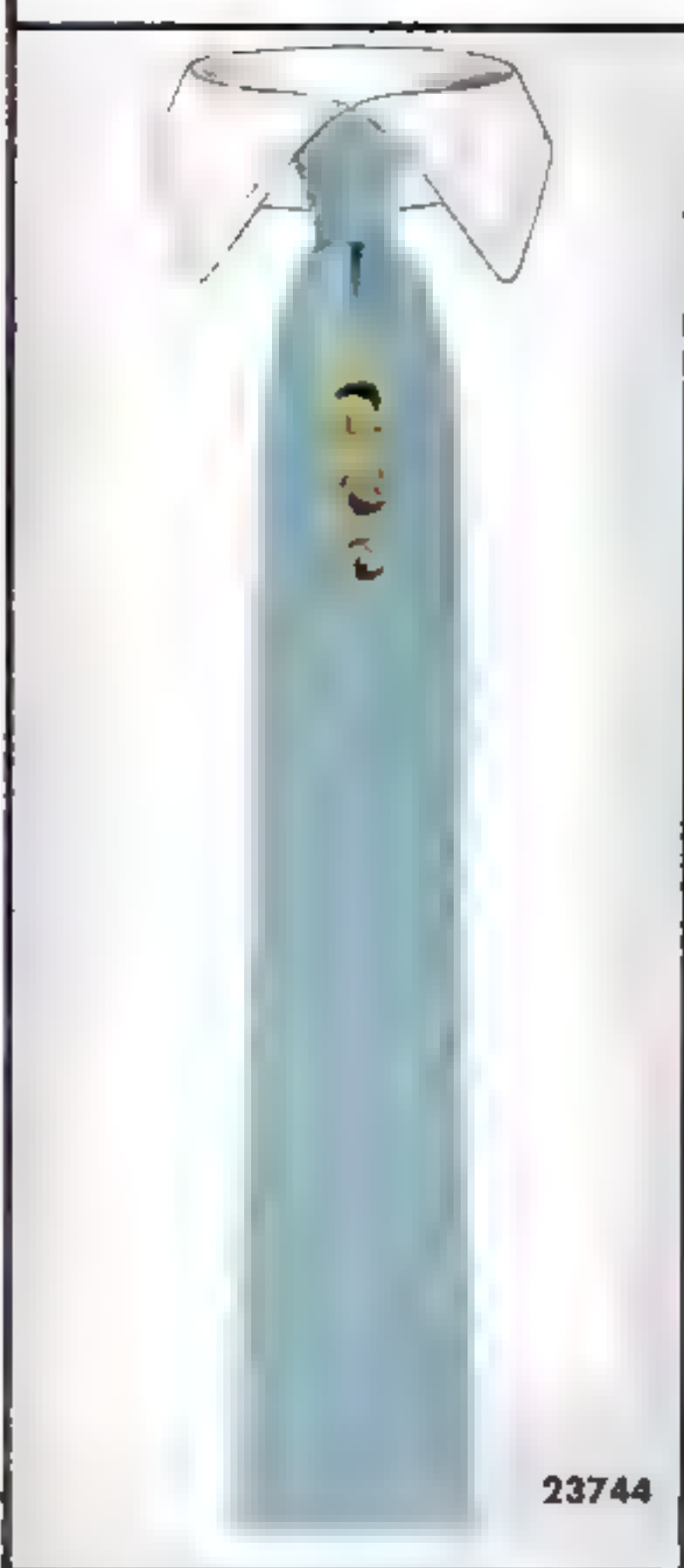
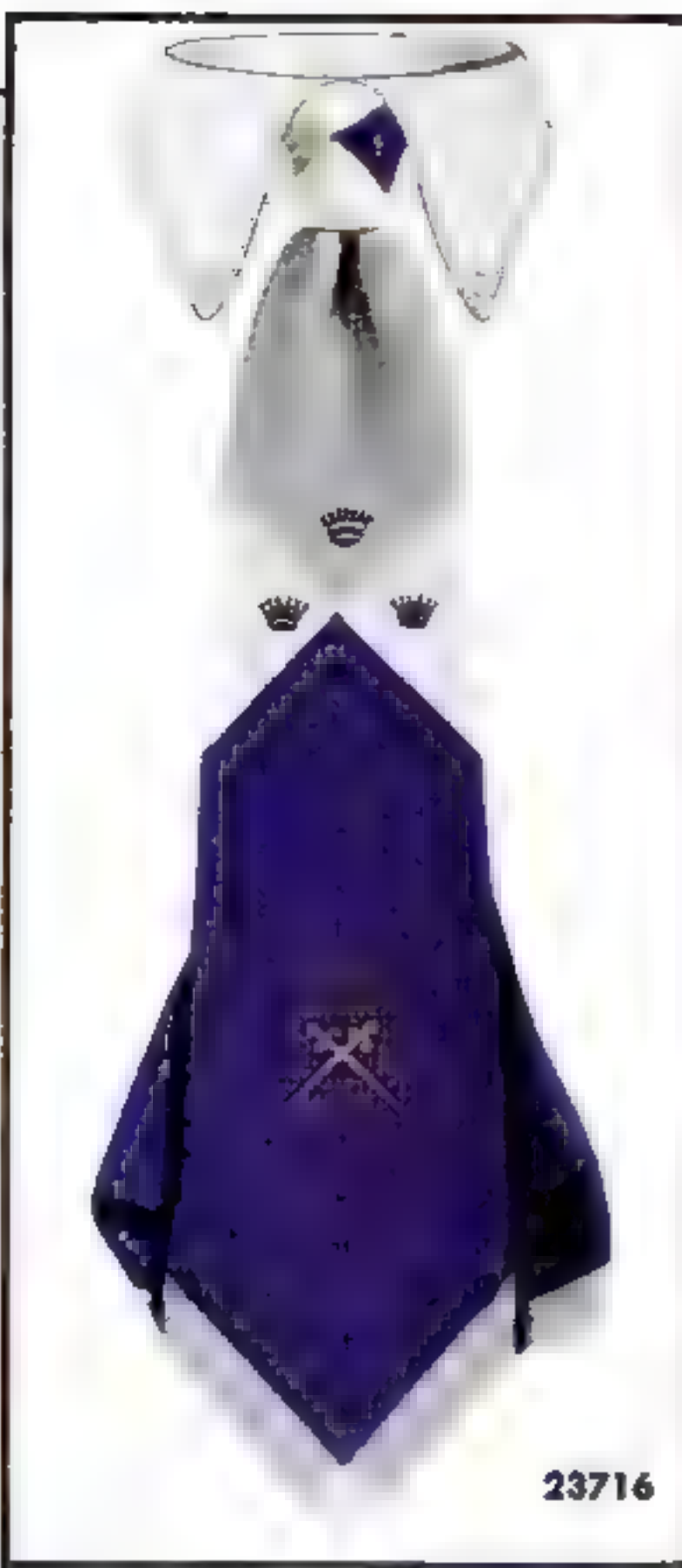
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NYLON**
in 10 solid
colors
MAROON
#304
(shown)
(SPECIFY IN
COUPON THE
COLOR YOU
WANT)

You Like Best?

A Special Offer to the Readers of This Magazine . . . from Paterson, N. J., the Tie-Goods Capital of America

HERE ARE 12 new ties of distinction which have just been designed for (and will soon be worn by) some of America's best-dressed men. Which do you like best? You'll want to look them over carefully if you've always felt that really fine ties *can* be sold at a reasonable price.

In fact, if you *do* feel that way you're in good company . . . because there are 943,000 *other* men who don't see any reason for paying high prices for ties. And why *should* they? As regular customers of the Haband Co., they can always get new, smart designs: beautifully styled, expertly finished in quality fabrics . . . *all at a considerable saving.* What more could one ask?

61,000,000 Ties Sold

We have sold about sixty-one million ties during our 28 years in business. The majority of our customers are men who *could* pay anything within reason . . . business executives, doctors, lawyers, accountants, editors, advertising men; people in all fields who are exceptionally particular about their appearance.

For example, Mr. George Galvin, of fashionable Westport, Conn., writes: "I've always enjoyed buying a new tie. But there's an even bigger kick since I discovered Haband. Now I always have a connoisseur's collection of fine ties and I don't flatten my pocket-book in collecting them."

These Photographs Show The Exact Colors and Patterns

The color-photographs on these two pages were made directly from the ties themselves. As you can see, you have a wide choice of attractive colors and patterns—fashioned in the new slightly narrower width, with not as much flare as older-style ties.

Which will go best with your Fall and Winter suits? For what you might ordinarily pay for just a *few* ties you can now get an entire *season's* selection! And, with Christmas-Gift Time coming, you can easily check some names off your Gift-List *now*—and not only make a sizable saving but also avoid the torture of last-minute shopping.



HOW FINE TIES ARE MADE

All Haband ties (except, naturally, the "bobtailed" ones) are luxuriously lined, as shown at left. They all have a wide strip of rugged interlining—so that, if you are usually hurriedly impatient with your tying and untying, you don't have to worry about their continuing to hold their shape, regardless of your constant rough treatment. They will knot perfectly and are specifically designed and constructed for long wear.

No Other Magazine Will Carry This Special Offer

With 12 such distinctive ties to choose from it won't be much trouble to select at least the 6 you most prefer. On this Special Offer (made in no other magazine) all 6 will cost *only* \$6.75. That's \$1.12½ per tie! (The price for *less* than six is \$1.50 per tie—so you make a \$2.25 saving on six.) And no-one will ever imagine that such beautiful ties—in fabrics of the finest quality of nylon, acetate, or rayon—cost you so little and didn't come from the swankiest haberdasher!

A money-back guarantee? Of course, the same wide-open one we've offered for 28 years. Return any ties you don't like enough to wear; what you have paid is refunded immediately, without question or quibble. Also (very important) we're *never* "out of stock" on any tie you order. We *never* "substitute." You get *exactly* the ties you want—and *your order is shipped the very same day received by us.*

So make your selections *now*. This Special Offer will *not* be repeated. Indicate your selections in coupon and mail it at once. **THE HABAND COMPANY, Paterson 4, N. J.**

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Please send me, postage prepaid, the _____ ties I have checked at right, for which I enclose \$_____ (see price-list below)

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*Presentation
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INSCRIBE YOUR DECANTER GIFTS IN 23 CARAT GOLD With every carton of the OLD TAYLOR Presentation Decanter you will receive a leaf of genuine 23 carat gold. With it you can write your personal greetings directly on the decanter.



OLD TAYLOR Kentucky Straight Bourbon Whiskey is a true treasure, one that is always ready.

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BRIGHT GALAXY OF PLAYWRIGHTS

Six of TV's best pool and package their varied talents

Out of the sludge of TV writing, and the endless production line of daily dramas and weekly thrillers, have emerged six playwrights who give definite hope that television can be both a popular art and an exciting contribution to U.S. culture. All six were first corralled by Producer Fred Coe for his NBC Television Playhouse. Now, urged by Coe, they have formed a group known as Playwrights '54.

The group plans to produce six half-hour

shows a year by each writer and assure each one of at least \$12,000 annual income. Sponsors are bidding for the group's output, which will be sold as one package. Meanwhile the writers are functioning separately—two, in fact, have plays opening on Broadway this month.

Below and on the following pages LIFE presents the six authors, each taken in front of a scene from one of his own TV plays which characterizes his own particular style of work.



A MOVING SPIRIT behind the six playwrights at NBC's Playhouse was Producer Fred Coe who still encourages them despite his many new TV duties.



SATIRIST WITH A LIGHT TOUCH

A spinner of light comedy with a touch for gentle satire, David Shaw, 38, a younger brother of Novelist Irwin Shaw, now has a musical show being

considered for Broadway. Here he watches Gwen Verdon do high kick for one of his plays, *Native Dancer*, about a waitress who wanted to be a ballerina.

How to serve a praise-winning *EXTRA DRY* MARTINI

EVERY TIME
...and
in just
14 seconds!



Simply stir with ice cubes and serve

ONLY A HEUBLEIN EXTRA DRY MARTINI
HAS THAT DISTINCTIVE HEUBLEIN FULL-STRENGTH FLAVOR

A Martini is tricky to mix. People get appallingly different results at different times. And nothing is as good as a good Extra Dry Martini—or worse than a bad one.

So it's only natural that lots of people who always order Martinis when they go out, are timid about serving them at home. That is why today so many fashionable hosts serve only Heublein's.

Magnificent cocktails *every time*... even though you never mixed a cocktail in your life. Just pour Heublein's in a cocktail shaker or pitcher with ice, stir and serve in just 14 seconds. Or serve the fashionable new way "on the rocks"—easier to make than a highball!

Be sure to get Heublein's (pronounced Hugh Blune's) because they *alone* have that distinctive Heublein full-strength flavor.

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READY-TO-SERVE
COCKTAILS

NOW 9 KINDS! EXTRA DRY MARTINI (75 proof), MANHATTAN (65 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.



FAMILY SPECIALIST

"Paddy Chayefsky has ideas exploding everywhere," says Coe. Most of them concern the family problems of immigrants' children. Here, in *The Mather*, an old lady, no longer needed by her family, seeks a job in a garment factory. Chayefsky, who is 31, is having his TV play *Marty* made into a full-length movie.



EXPLORER OF VIOLENCE

Richard Nash, 40, likes to write about violent people. The hero of *The Joker* channels his violence into practical jokes which amuse him but hurt others. Nash, who taught drama at Bryn Mawr, had a Broadway play last season, *See the Jaguar*, and is back again with a new play this week, *The Rainmaker*.



Sweet treats for little tricks! Most kids love all three Kellogg's Ready-Sweets . . . and that's what Snack-Pak has plenty of—Sugar Corn Pops, Sugar Frosted Flakes and Sugar Smacks —two generous individual boxes of each! Wonderful Hallowe'en "trick" insurance for you . . . wholesome good eating for them, too! Don't let the goblins get you—have several Snack-Paks on hand.

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A BLEND...OF RARE SELECTED WHISKIES - SIX YEARS OLD



PORTRAYER OF YOUTH

"I've been mainly concerned with relationships between parents and children," says Robert Alan Aurthur, whose *Spring Reunion* (above) concerned a girl whose dependence on father is broken by a lover. Aurthur, 32, sometimes collaborates with Shaw (p. 77), is writing a novel about TV playwrights.



DISSECTOR OF CHARACTER

"He is far more interested in character than story," says Coe of 32-year-old Tad Mosel. "He likes to take an almost trivial situation and explore it deeply." In *The Lawn Party* (above) a middle-aged, small-town woman gains an insight into her family and friends as a result of trying to give a garden party.

CONTINUED ON NEXT PAGE



Behind the tenderness of even the Bravest Bull when sprinkled with Adolph's

Adolph's makes all meat more tender

Whether you buy prime, choice or the now plentiful economy grades of less tender (grass-fed) beef, use ADOLPH'S to insure tenderness every time you prepare meat.

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Get a slice of round steak $\frac{1}{2}$ inch thick. Cut in half. Sprinkle ADOLPH'S on both sides of one piece and fork into meat, leave at room temperature for 30 minutes; then, pan broil both halves. Give less cooking time to the treated piece. You'll be able to tell the difference blind-folded.

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Adolph's — the Meat Tenderizer reported in Reader's Digest

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Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was ap-

plied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.

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CRAFTSMAN WITH SENTIMENT

Most experienced and famous of the group, Horton Foote, who is 38, was once an actor and is a fine director. All of his plays are set in Texas, where he grew up, and many of the same people reappear time after time. He treats home town characters, like the young lovers above in *The Dancers*, with frankly sentimental affection. Last season his TV play, *A Trip to Bountiful*, was expanded into a Broadway play with Lillian Gish. A new work, *Traveling Lady*, will have its Broadway opening this week. "If anyone else used one of Horton's plots," says Coe, "he would probably come out with a soap opera. But he writes with great craft and know-how, especially about problems of youth and old age."

Now you can cook Frozen Vegetables
without boiling away flavor and vitamins

Spry makes the difference!



Here's All You Do!

Melt 2 tablespoons Spry in heavy skillet or saucepan. Add one 10-oz. package frozen cut corn, 2 tablespoons water, $\frac{3}{4}$ teaspoon salt, dash of pepper. Cover and cook over low heat 10 minutes, stirring occasionally.

When you cook vegetables with pure digestible Spry, you don't boil away flavor or vitamins. Lever Brothers unconditionally guarantees that Spry-cooked vegetables stay bright in color and rich in their natural "garden-fresh" flavor. You'll agree, or we'll return your money. For more easy recipes, write to Spry, Lever Brothers, 390 Park Ave., New York 22, N. Y.

Spry makes just about everything you cook taste better!

"Let's get set



Mom's going to need the Green Giant—to carry Tim's stockpile to the car.

Ever notice kids go by instinct to what's good, while we grownups look for "reasons"? Tim is simply collecting pictures of his secret buddy, the Green Giant. But Mom picks the same label because she knows (1) it covers the sweetest peas and the finest corn in the store; and (2) the Green Giant keeps Tim from saying, "Do I have to eat my vegetables?"

"Tim, lad," says the Giant . . . "these aren't just vegetables. They're for rocket travelers! They're America's Best-Loved Peas and Corn!"

for winter!"

**GREEN
GIANT
PEAS**

NEW PROCESS
NIBLETS
WHOLE KERNEL CORN



When time is short
and appetites
BIG...



It's the specially blended sauce that makes Chef Spaghetti Dinners—and all the many other Chef products—so extra-specially good.

Try Chef Boy-Ar-Dee Ravioli, Spaghetti and Meat Balls, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls, and Meat Balls with Gravy.

Why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

Easy does it! In 12 short minutes you can serve this wonderful piping-hot spaghetti dinner to your family. And how they'll love it!

Chef Boy-Ar-Dee's Spaghetti Dinner comes complete in one package. There's

the finest, quick-cooking spaghetti... ready to heat, tomato-rich sauce with tender beef or mushroom pieces... and plenty of tangy grated cheese.

A real tummy-filler for 3—at only about 14¢ a serving!

Quick tempting...tasty

CHEF BOY-AR-DEE

SPAGHETTI DINNER

with Meat or Mushroom Sauce



FALSE LENGTH FOR NAILS



THE PROBLEM of broken nails, which make the fingers look squat, faces typists and housewives who would usually prefer them fashionably long.



Painted-on plastic provides strong tips

The fearsome fingertips above are undergoing a new beautifying process which will, in a couple of hours, transform stubby fingernails (*top*) into glamorous talons (*right*) so durable that even a hardworking housewife or typist can keep them intact. The fingernails are not glued-on falsies but a plastic substance called Patti-Nail which is molded to the natural nail. They not only stay on tight but even grow with the wearer's nails.

The secret formula was developed by Dr. Tom Slack, a Philadelphia dentist, from a plastic he first encountered as a filling for teeth. Introduced last week at Saks Fifth Avenue stores, these fingernails cost \$16.50, will soon be available in all beauty shops. They are now applied professionally only but may wind up as a do-it-yourself package. A special boon to people who have injured a nail or have had one break off a perfect hand, they should also appeal to women who have lost false ones in their dishpans. Besides covering up for habitual nail biters, they also discourage further chewing since they are so hard that teeth slip right off.



THE PROCESS begins with application of forms made of stiff silver paper which are bent to follow the contour of the individual wearer's fingertips.

THE RESULT produces artificial fingernails which are long and graceful. In addition to being durable they can hardly be distinguished from real things.

CONTINUED ON NEXT PAGE



the new
amazingly different

SUPER *Jet 99*

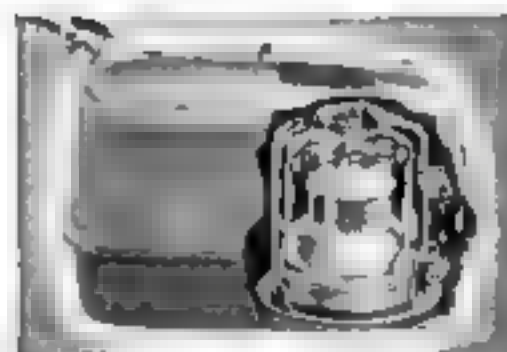
lets you
walk away from
cleaning sooner!

This is the cleaner whose newly designed super suction system—from motor to nozzle—relieves you of tedious pressing-down, tiresome doing-over. This is the new *Super Jet 99* which does *so much more work that you do so much less*. By actual test, gets the dirt other cleaners leave behind. See your nearest Universal dealer . . . for name, write Landers, Frary & Clark. Complete home cleaning center, all attachments.

\$89.95



56% more power plus exclusive Thread-Picking Nozzle gets more dirt faster!



NEW SUPER JET SUCTION
Whisper-quiet, one-horsepower motor—56% more power than average of 4 popular cleaners.



THREAD-PICKING NOZZLE
"Fingers" get hairs, thread. Tapered opening. Floating Brush. No rug drag. Self-cleaning.



EMPTIES IN 2 SECONDS
No bags, cans, filters to empty. No heavy motor to lift. Flick button—throw away bag.

SPECIAL FALL OFFER! A beautifully different Chest-a-Seal richly covered in charcoal grey linen-textured fabric; graceful wrought-iron armrests (that serve as handles, too); full black-button tufted seat. Can be used anywhere. Get this genuine \$29.95 value now at no added cost! See your dealer at once!

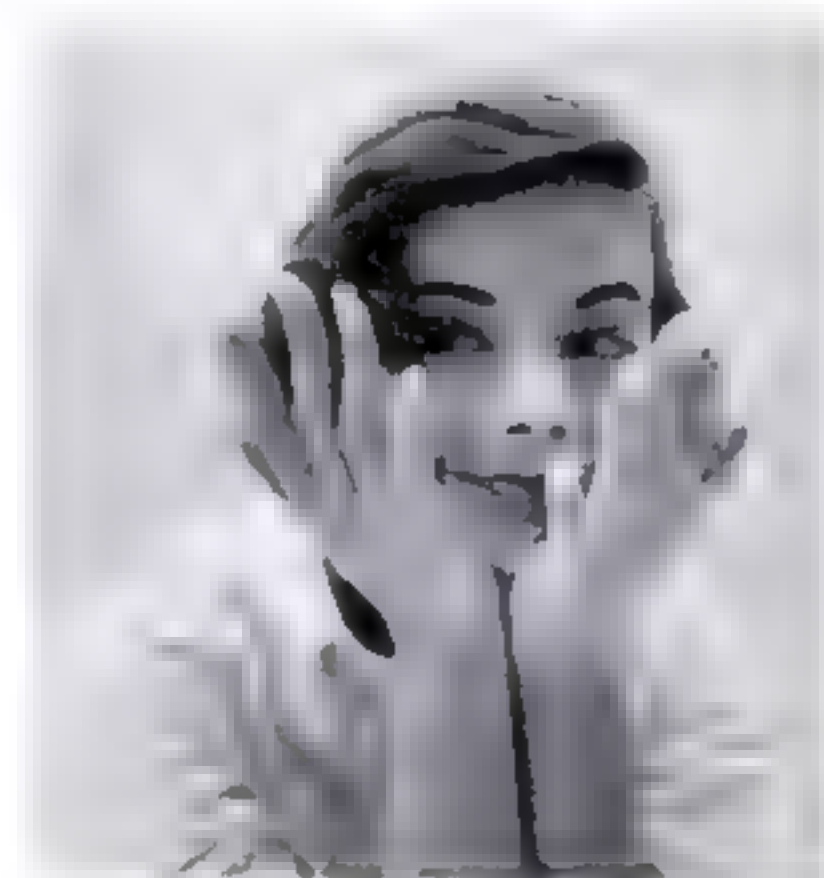
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FALSE NAILS CONTINUED



PAINTING of plastic is done over paper shields to build fingernail out to desired length. Plastic hardens in three minutes, then the paper forms pull off.



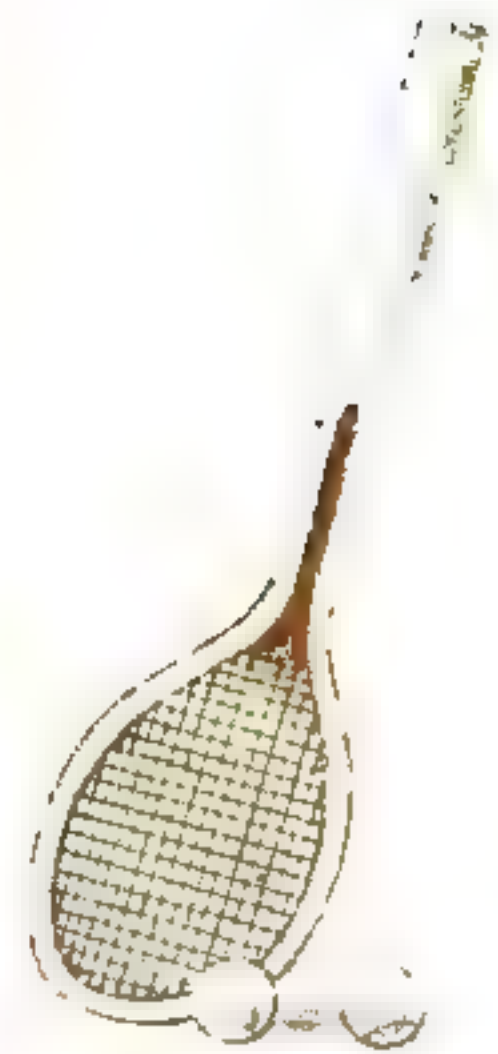
WAITING for new nails to be trimmed, the hands look up-heavy. New plastic is formed from powder with petroleum base combined with a secret liquid.



FILING of the artificial nails is done just as with natural fingernails. Patti-Nails grow out at rate of wearer's own, should last for at least four weeks.



SETTING of nails is hastened by applying the final glossy coating of special colorless liquid. This hardens plastic, prolongs life of polish put on later.



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Supreme master of court tennis, he retired undefeated after 26 years as world champion of this tricky, rugged game — where walls, roof, gallery, floor and net are used in play

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES — IMPERIAL

Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should

Brother, Can You Shave 'Em Fine! With The **World's Newest Shaver**

MOST COMPACT—YET MOST POWERFUL AND SUPER-HONED FOR SUPER-SHAVES!

Never before has there been an electric shaver so compact in size, yet so powerful, so smooth-shaving in performance.

This newest of all shaving instruments—the New Custom Schick—is another example of the scientific trend to more power in less space—to help you do more with less effort. Here is a shaver so compact, you do not need your whole hand to hold it, only your fingers. Here is the world's first *bulk-free* electric shaver—with a motor that packs more power than others twice its size.

Note, too, that the New Custom Schick shaving heads are no wider than your upper lip—the only heads that are exactly the *right size* to fit every place on your face.

And most important, these heads are *Super-Honed for Super-Shaves*. Another Schick exclusive that insures the cleanest, most comfortable shaves you ever had.

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Simply ask your dealer—or any Schick Electric Shaver Shop—for a New Custom Schick on a Free Home Trial. You must enjoy getting those smooth Schick shaves—or return the shaver to your dealer in 14 days for a full refund. You risk nothing to try the world's most advanced shaver!



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PEPPERING "RENAISSANCE" TABLE WITH BIRD SHOT, A TACCHI WORKMAN CREATES SOME ANCIENT WORMHOLES. FINISHED TABLE WILL SELL FOR ABOUT \$160

HOW TO MAKE A FAST ANTIQUE

Expert reproducer of ancient furnishings ages them 600 years overnight with acid, flames, bird shot

The trade in fake antiques flourishes in every country, but nowhere is the art of making phony furnishings more nearly perfect than in Florence. Most magnificent faker in that city is Sergio Tacchi, who makes no bones about his business and is proud of his skill, which often fools the canniest experts.

His shop is in an aged *palazzo* with beamed ceilings, thick walls and iron-barred windows, all honestly antique. Here Tacchi, who is a recognized expert on Renaissance furniture,

and his men painstakingly make about 200 antiques a year, using tools that are five centuries old. Every Tacchi piece is handmade and well designed. In order to age a piece 600 or more years, Tacchi shoots it full of bird shot, bangs it, mauls it, burns it. He sells only to dealers, and tourists buy his pieces either as reproductions or as authentic antiques. "Even if you are told that a Tacchi piece is a reproduction," he says, "it is so authentic that you soon believe it is old."

LOOK! You Get a Fresh-Filled Pouch in Every Package of Kentucky Club



LOOK—it's the new Kenseal Foil Pouch—in handsome regimental stripes of assorted colors. Just open the new Kentucky Club package and there it is—filled with fresh Kentucky Club. Fits your pocket as comfortably as a soft glove. Contains same quantity and quality of tobacco as in pocket tin... yet at no increase in price.

THE GUARANTEED FRESH* PIPE TOBACCO

No danger of getting dry, stale smoking tobacco when you buy Kentucky Club in this new-type package. It comes to you *guaranteed fresh*. Its Kenseal Foil Pouch is filled at the factory with fresh Kentucky Club; keeps your tobacco fresh to the last pipeful.

Men who used to pay fancy prices for pipe tobacco now find that Kentucky Club gives them a smoother, better-burning smoke. *It's always fresh.* It's an honest blend of top-quality

White Burley. It's mild and mellow—smooth and satisfying—with a grand taste and aroma. Valuable coupon entitling you to big savings on fine pipes in each package.

***GUARANTEED FRESH**—Kenseal Pouch seals in full freshness and fragrance of Kentucky Club. Replacement or refund of money if not fresh at time of purchase.

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WHEELING, WEST VIRGINIA



"Kentucky Club's new Kenseal Pouch sure simplifies stocking pipe tobacco. I can buy in larger quantities because it won't dry out on my shelves," says Jos. P. Clemens, Pittsburgh, Pa.



"No tobacco tastes right if it isn't fresh. That's why I go for Kentucky Club in the new Kenseal Pouch. It's always fresh," says Hiram Wilson, Madison, Wis.

Fast Antique CONTINUED



FIRE TREATMENT will leave a mottled effect on table and make it look used and worn. Trick is to paint surface liberally with shellac, then ignite it.



KEYS banged firmly on table make irregular dents and scratches. Unlike table, the keys are really old.

BRICKS pounded on table gave it uneven look. Next, sulphuric acid is allowed to bubble on wood.



TABLE MAKERS stand behind product: from left, Artilio Zoli, with anti-queing tools; Giorgio Tacchi, owner's son; Luciano Colombaioni, woodworker.

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and I'm glad**

If you like to bake them big,
and bake them beautiful... the kind
of cakes that make little fingers
shoot right out to get some,
Pillsbury is your answer.
Pillsbury, the leading cake mixes,
the ones with the choice,
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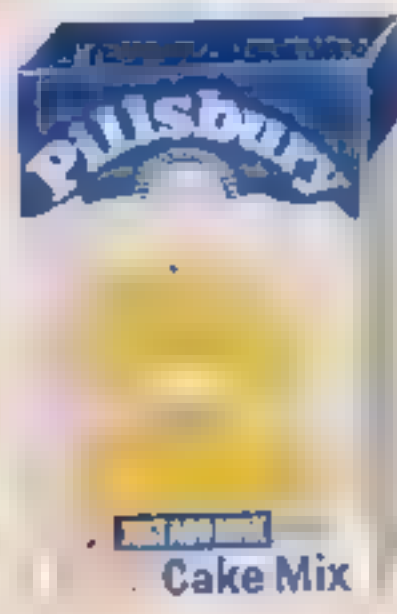
**Pillsbury
CAKE
MIXES**



WHITE



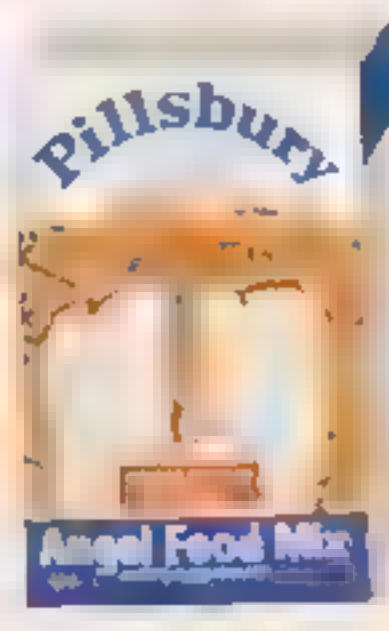
CHOCOLATE FUDGE



GOLDEN YELLOW

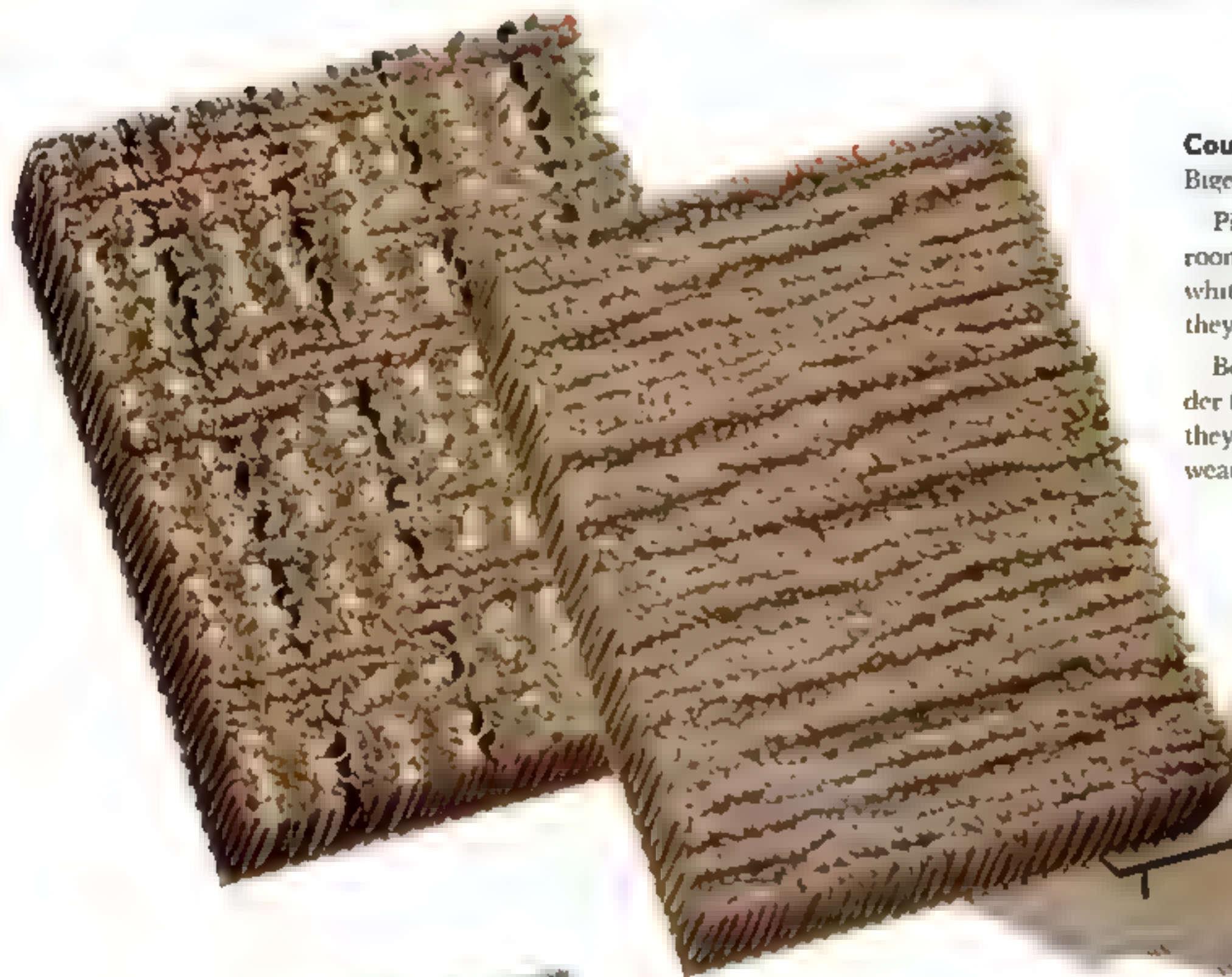


SPICE



P.S. Add water
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Broadloom *Match Mates* by Bigelow. Mix them
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County Fair and Cordalon broadlooms are styled by Bigelow to be used alone or paired as match mates.

Picture Cordalon in solid nutria color in your living room. And County Fair, nutria flecked with black and white, in your dining room or hall. How beautifully they blend together!

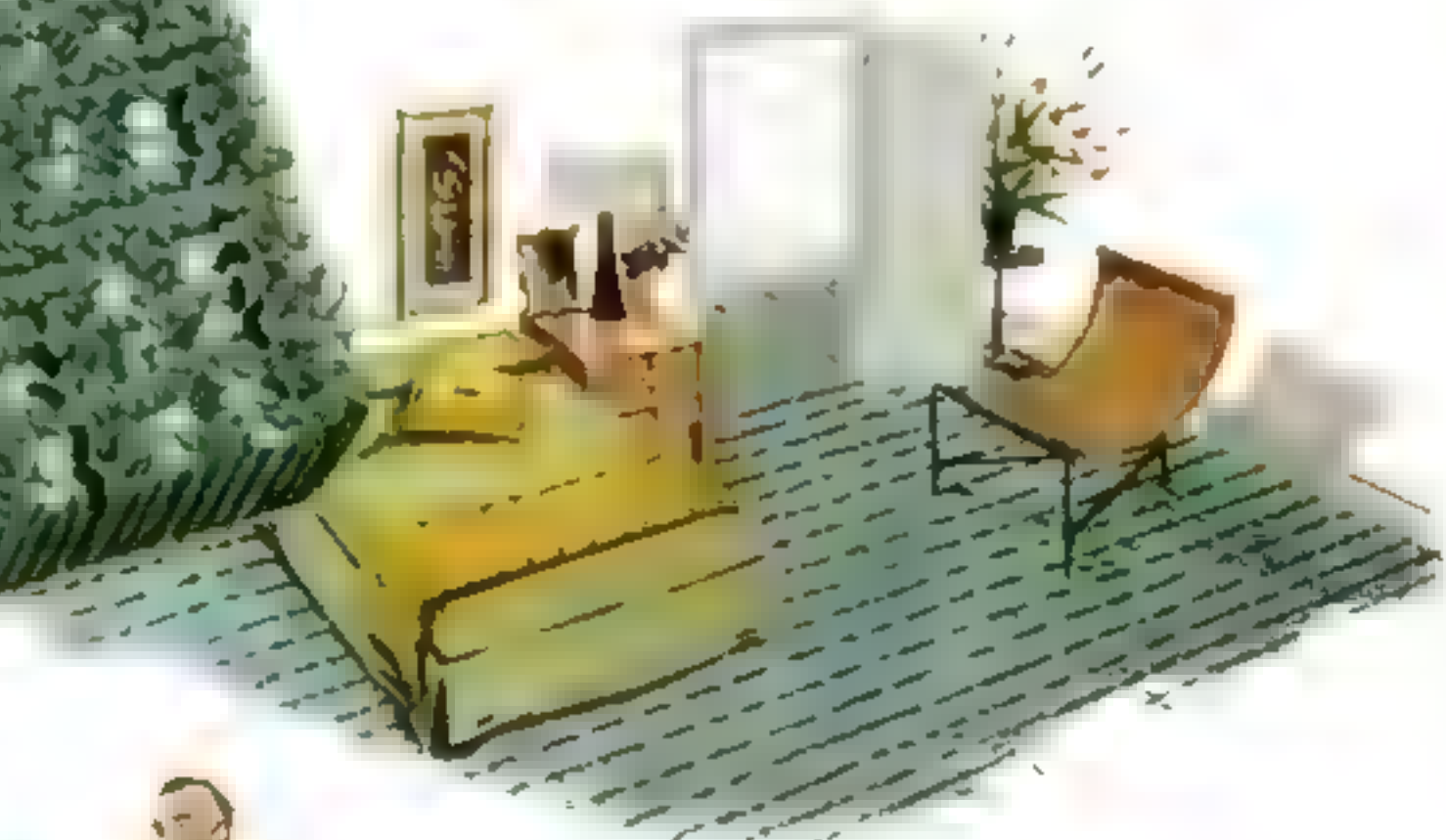
Both carpets are made of wool and the new wonder fiber, Viscalon.* This means they are as durable as they are beautiful. The last word in good looks, long wear and easy upkeep.



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They tie your rooms together because they're color-styled to match. Both carpets have the same handsome ripple texture that hides soil, foot and scuff marks.

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You'll be delighted to see how little it costs to carpet a room or your entire home. Budget terms available.

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*Bigelow's special carpet rayon.



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The Big Ten Look

IN CUSTOM AS WELL AS DRESS
IT IS BOTH CASUAL, COLORFUL

Photographed for LIFE by NINA LEVIN

Among the Midwest colleges that make up the Big Ten the biggest formal link for students is athletics. But among 120,000 undergraduates there is another intangible bond—a Big Ten look and a Big Ten way of life.

The look shows readily in campus dress. The students display a conformity by wearing clothes of the same kind and cut. But they escape standardization with a wide range of flamboyant colors that sends their sueded or slickers running through a whole spectrum. Their outfits are brash and casual. But they are usually more restrained than those seen in the far West's campuses and their casualness is not the studied kind which produces sloppiness known at many eastern schools.

The Big Ten's way of life is expressed in campus customs and social attitude. The students enjoy an easy camaraderie that defies the massive enrollments. They call up an elaborate output of energy to create campus spectacles. They make private matters such as birthdays and romance into large-scale public affairs, and unlike the older institutions of the east, where traditions come slowly, they often make traditions to order.



BEANIES

As a badge of distinction members of Purdue honorary societies may wear beanies (above) with society insignia—candle for a freshman scholastic group and pepper for upper-class activities group. Freshmen wear plum beanies.

CORDS

Corduroy trousers and skirts are standard in a Big Ten wardrobe. But at Purdue seniors dress up their corduroys on day of Purdue's first home football game, then sometimes wear the painted pants all through rest of the year.

CONTINUED ON NEXT PAGE



AN EMPHASIS ON SUEDE

The Big Ten coeds' campus ensembles are likely to include smart jackets of suede, like those worn by the Panam girls above, or of capeskin, which is better wear and easier to keep clean. With the

jackets the coeds wear carry-overs of their younger days: narrow skirts, white hollyhock and saddle shoes. "Big Ten girls," our observer notes, "tend to dress college above the waist, high school below."

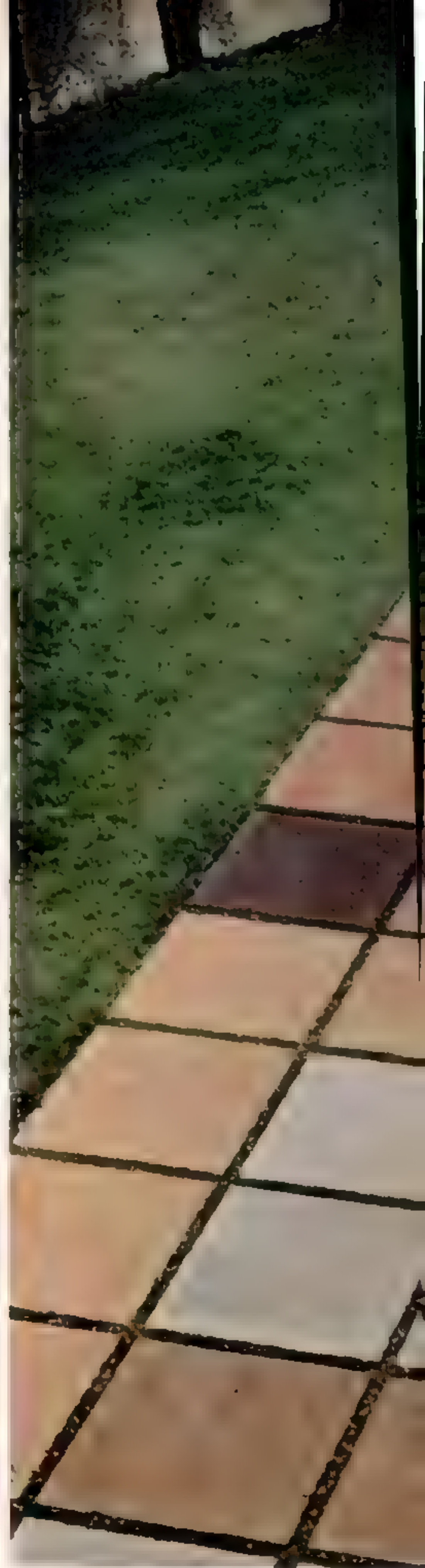


A LIKING FOR LOUD SHIRTS

For any but faculty occasions or the most formal events, the Big Ten male is likely to put on a sport shirt. Worn with collar either open or closed, it is usually a garment of loud color and design like



those on Dick Schneider (left) of Wisconsin, who was elected "Greek God" for an interfraternity ball, and Jack Walker of Minnesota. In winter the shirts, though of heavy wool, are equally casual, colorful.



OVERSIZED WALKS

The bigness of Big Ten is everywhere—its dormitories, its auditoriums, its campuses and, of course, its football stadiums. Were despite the large enrollments there always seems to be ample acreage



AND PLENTY OF ELBOW ROOM

and adequate elbow room. With the bigness goes a willingness to try new landscape patterns. When Michigan State College built its new \$2.2 million Kellogg Center, a college hotel and conference hall

at the edge of the campus overlooking the ambling Red Cedar River (*top, left*), it put down this great colored stone walkway of six-foot squares, which almost dwarfs students as they chat between classes.



FAD FOR STUFFED TOYS

One of the first college fads Big Ten girls succumb to is collecting stuffed toys like giraffe carried by Pamela Barker of Michigan. On each big occasion—birthdays, formal dances—another animal is added.



SLICKERS FOR THE 'MONSOON'

To endure what they call the "monsoon"—rainy spells of spring or fall—Big Ten coeds deck themselves in bright slickers, with yellow, red, green, blue as favorite colors. These are at Michigan State.



BAGPIPERS IN THE CORN COUNTRY

In Big Ten campus tradition and pageantry, student bands always are extravagantly bearded but none more incongruously than Iowa's Scottish Highlanders. At first when recognized, it became alleged in

war was stayed that way. No Iowa knew it if the least bit strange when it moved abroad two years ago to show Scotland itself "the world's biggest bag pipe band" direct from the cornfields of America.



CELEBRATION FOR

Cornucopia celebration at Michigan with 125th birthday anniversary of President McKinley. There, amidst clanging of the war horn and a more civilized kind of singing, the jubilee celebration.



FESTIVAL FLOAT

The colleges delight in pageants and festivals, held usually to celebrate a seasonal event or a homecoming. Months of work go into the making of floats for the Michigan (above), Michigan's spring jubilee.



WEEKLY TRIBUTE TO HEROES

World War II gave Ohio State its newest tradition. Every Wednesday at 11 a.m. as the campus is crisscrossed with students changing classes, an ROTC cadet takes his place on the library steps facing the

Oval and sounds taps for O means killed in action. ROTC men snap into a salute while an who hear it wherever they are bound and whatever they are doing, halt respectfully until last note has faded away.



A COMING OF AGE

Current cut of rigidity of the legal age for drinking is noted. The house sets out oversized pitcher of beer which is passed around among the friends. The first pitcher is free, but after that it's Dutch.



PUBLIC SERENADE FOR A PINNING

Serenading a sorority goes with formal announcement of pinning at Pontiac. After girl has accepted a boy's fraternity pin and committed herself to being his steady date, fraternity accompanies him to girls

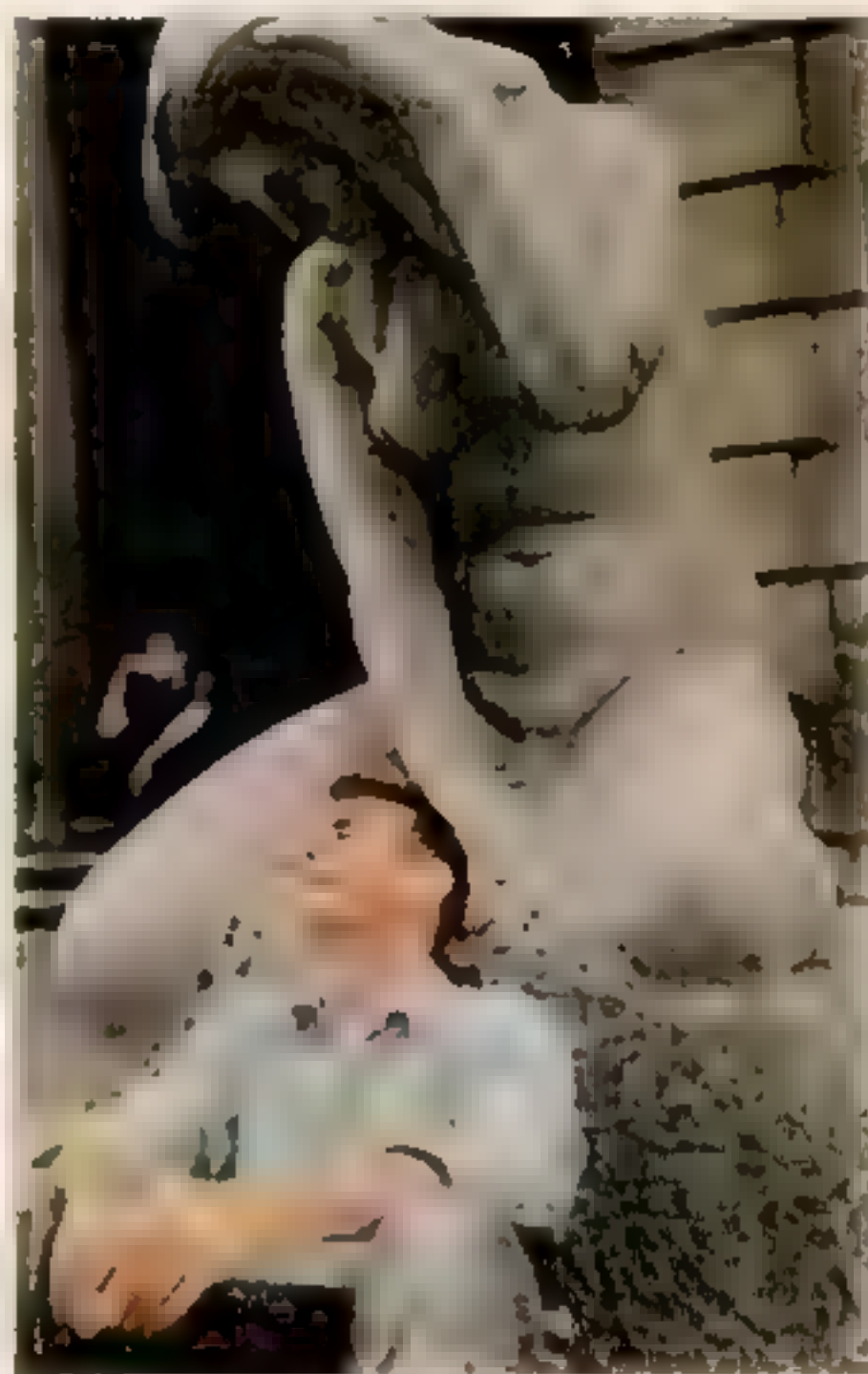
sorority house, usually after a formal dinner. There, in card club, the two groups sing back and forth. Then, when the boys break into the fraternity's sweet and song, the newly pledged couple confide



A KISS IN A WELL HOUSE

The "well house," a native stone structure built in the shape of a Beta Theta Pi fraternity emblem because it was the gift of an early Beta member, stands atop a wooded path almost at very center

of the Indiana campus. It exists for one purpose alone: romance. There, in semiprivity, a young man takes his girl friend to offer her his fraternity pin. If she accepts it, he gets a kiss in payment.



A MOMENT ALONE

In spite of large crowds and elaborately staged affairs, a student is able to be alone if he wishes. This Illinois student has found a moment of solitude under massive Lorado Taft statue outside library.



A BEVY OF MUSICAL BELLES

All the Big Ten like to show off their campus beauties. At Indiana members of the Belles have to meet two requirements: they must sing or play well and they must look pretty while performing. Organized only two years ago, they seem certain to become one of the Big Ten's most attractive traditions.



Not just CLEAR—not just TWICE AS CLEAR...

it's
“All
Clear”



RCA Victor TV with 212% greater picture contrast! \$199⁹⁵

TOP VALUE
PEAK PERFORMANCE
AT EVERY PRICE LEVEL

\$149⁹⁵

TO

\$500⁰⁰

Scientific light meter test proves it! Actually 212% greater contrast in RCA Victor's amazing new “All-Clear” Picture—the blackest blacks and whitest whites ever seen on TV!

You can prove it, yourself! RCA Victor's *aluminized* “All-Clear” picture tube gives you a picture so sharp you can take snapshots right off the screen. It's so well-guarded against glare, you'll enjoy TV even in a brightly lighted room.

Best of all, you get it on sets priced as low as the new “Medalist 21,” only \$199.95. One of the greatest values in RCA Victor history, this compact, smartly styled beauty brings you all these sensational advances: new Easy-See VHF tuning

dial with king-size numbers...new “Magic Monitor” chassis for finest reception possible...and world-famous “Golden Throat” Fidelity Sound.

See the wonderful new collection of table models and consoles now at your RCA Victor dealer's...and save on the lowest prices in RCA Victor history!

RCA Factory Service is available in most areas, but only to RCA Victor TV owners. Ask your dealer for details.

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA

See Sid Caesar and great new color spectaculars. NBC-TV



Suggested VHF list prices shown, subject to change without notice; slightly higher in far West and South. Federal excise tax and full-year picture tube warranty included. UHF optional at extra cost.



THE BEGUM SMILES OVER FORMAL LANGUAGE OF DIPLOMACY AS SHE READS CREDENTIALS, SIGNED BY QUEEN ELIZABETH AS HEAD OF THE PAKISTAN STATE



THE BUSY LITTLE BEGUM

Pakistan's first woman diplomat takes charge in the Netherlands

In The Hague this month the Begum Ra'ana Liaquat Ali Khan, 49, widow of Pakistan's first prime minister, was settling down to a new job. As envoy from Pakistan to Queen Juliana of the Netherlands, she was taking over a real-time diplomatic post. But as the first woman ambassador from one of the Moslem lands which short decades ago kept their women-folk veiled and secluded, she became a landmark in the history of Mohammedanism. A

former teacher and political aide of her husband, she took the job, she said, to prove "that Islam gives a status to its women."

But first the laughing little woman—she is only 4 feet, 10½ inches tall—had other things on her mind: shopping for smaller chairs, for instance, so that her feet might reach the floor and personally springing up the 32-room embassy. "When you lack sufficient servants," she said, "you can't just sit on your dignity."

QUEEN JULIANA AND THE BEGUM CHAT AT OPENING OF PARLIAMENT

I dreamed I was a living doll

in my maidenform bra



The dream of a bra: Maidenform's exciting new Prelude® bra in embroidered broadcloth. Also in stitched broadcloth or embroidered silk. toReto from 2.00

MAIDENFORM CORP. NEW YORK, N.Y. 10017



Soft Pink, Light Red ...
new lipstick shades
by HAZEL BISHOP ... stay
on even when you
eat, kiss, drink!
Jumbo swivel case, 1.10*
Push-up case, 59c*



Exquisite colors that look
better longer ...
because they defy
soap and water, resist
chipping and cracking.
HAZEL BISHOP Nail Polish, 60c*



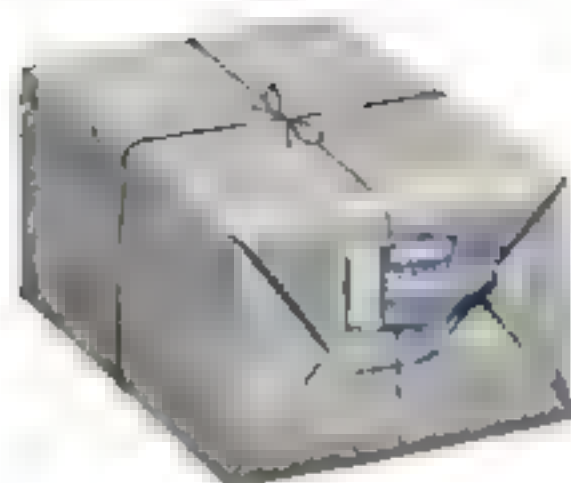
Hollywood's favorite!
LUSTRE-CREME Shampoo
with lanolin ...
needs no after rinse.
Cream, 27c, 53c, \$1
Lotion, 30c, 60c, \$1

here's a hint from Susan Smart:[†]
look first to WOOLWORTH'S convenient counters
... for all your favorite famous-brand toiletries!

W WOOLWORTH CO



†Woolworth's Shopping Reporter



New protection,
new comfort with
the double pad ...
the non-chafe
fabric covering.
MODESS in new-design
package, 39c



PACQUINS Hand Cream,
for Extra Dry Skin.
Lubricates, protects ... it's
lanolin-enriched! 25c, 49c*

PACQUINS Hand Cream,
for normal skin, 25c, 49c*



Satiny perfection
for every complexion.
Never "masky",
never greasy,
never drying.
House of Westmore
TRU-GLO Liquid
Make-up, 59c*

Top-brand hair-care ... from Woolworth's!

New PAMPER Shampoo by Toni...gentle
treat for tresses! Makes them really
clean, really manageable! 30c, 49c

BOBBI Pin Curl Permanent for today's
casual hair styles. Easy to use, no help
needed. Neutralizes automatically. 1.50*

CHARLES ANTELL Hair Spray keeps your
curls in place longer, even when weather
is wet! In aerosol container, 25c, 49c, \$1*



All in one!
GILLETTE Super-Speed
Razor with a dispenser
of Blue Blades ...
all in handy kit.
Set, \$1



Touch top ... get
beard-battling lather instantly!
Palmolive RAPID-SHAVE ...
over 70 shaves in
dispenser, 79c



Soothes windburn,
chapped hands, lips.
Helps relieve nasal,
throat irritations
due to colds.
VASELINE Petroleum Jelly,
15c, 25c

All items on this page at most Woolworth stores

*Plus tax



WITH HER STEWARD Chaudhary the new ambassador inspects wardrobe. She has 30 outfits now and will have 60 more when her other trunks arrive.



YOUTHFUL HELP in cleaning embassy came from 13-year-old son Akbar, manning vacuum cleaner. An older son Ashraf, 16, is at school in England.



ON SHOPPING EXPEDITION for ambassadorial desk of proper height, the Begum wandered about furniture store, became interested in a ladle.

CONTINUED ON NEXT PAGE

'Sanforlan' Wools Wash!



Wools labeled "Sanforlan"
won't shrink out of fit...stay soft as new



Now, even wool dresses wash—when they're labeled "Sanforlan." Buy them ready made, or make them of "Sanforlan"-labeled yard goods.



Sweaters, wool jersey blouses wash like a breeze without blocking—socks need no stretchers—when they're labeled "Sanforlan."



Look for children's wools that wash easily—baby things that never shrink, get hard or matted—because they're labeled "Sanforlan."



Wool robes, slacks, skirts, shirts, jackets come out of soap and water the same size they went in when they're labeled "Sanforlan."

BROUGHT TO YOU BY THE "SANFORIZED" PEOPLE

Sanforlan

Chert, Pashley & Co., the permit use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedure for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

For a happy change

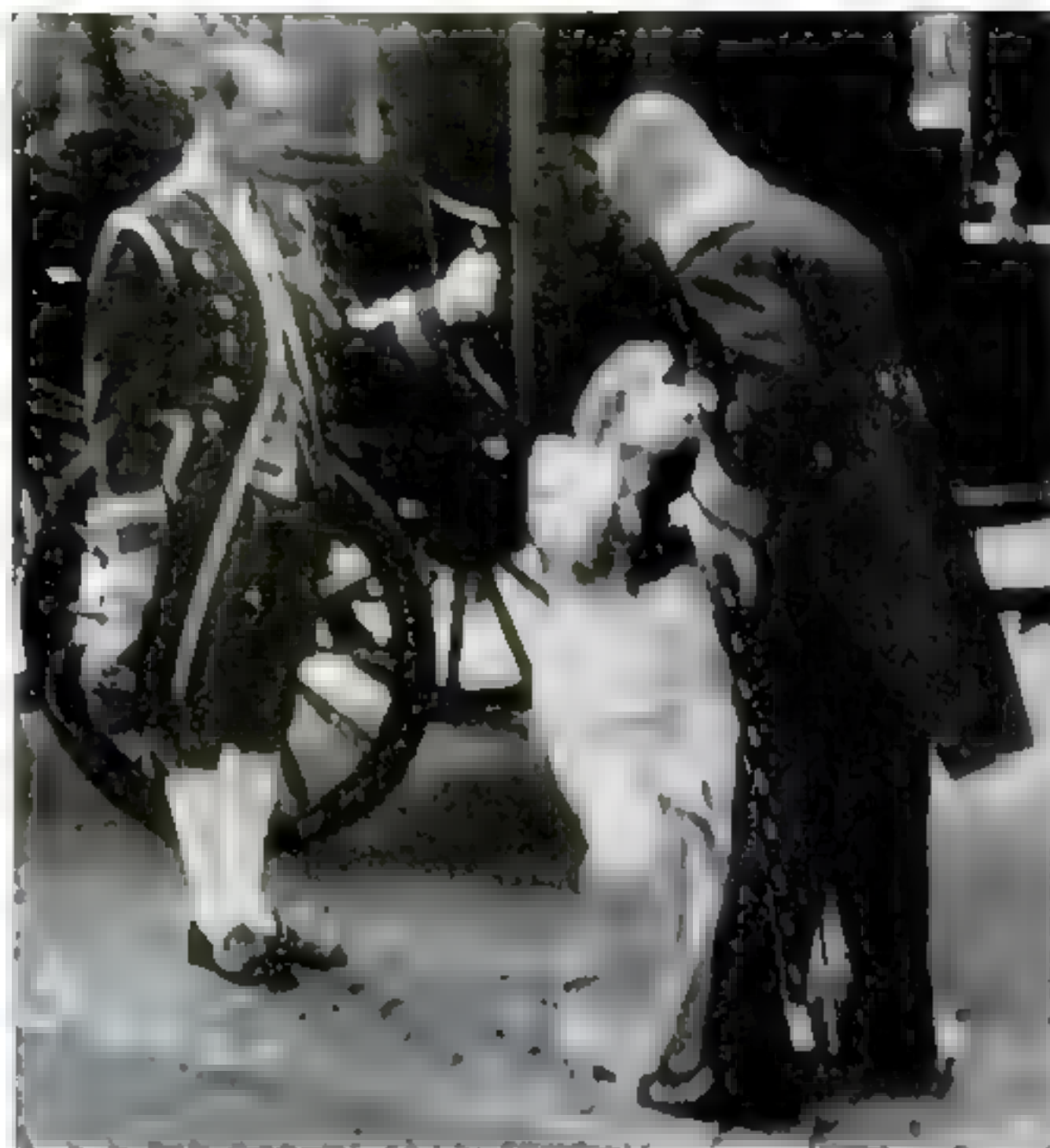
to a lighter highball,
cocktail or straight drink.

CORONET V.S.Q. BRANDY



BRANDY DIST. CORP., 350 FIFTH AVENUE, N.Y., N.Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF

Busy Little Begum CONTINUED



SLIP OF STATE occurs when the Begum, arriving at the Royal Palace, fails to reach far enough on coach step and falls into arms of a startled courtier.



OCCASION OF STATE brings the Begum out for opening of Parliament. Here she stands with other diplomats as Queen Juliana's coach drives away.



The watch that can hide its lovely face behind a match

Of course it's a fine Swiss watch—and it's the smallest watch in the world.

Like the world's thinnest watch, and the world's most complex, it's another demonstration that Swiss timekeeping artistry simply can't be matched.

But beyond such tiny triumphs as the watch a match can hide is an idea much bigger. It's the science and the craftsman-

ship that have made Switzerland the center of timekeeping for 300 years.

The talents that create the most beautiful watches, the skills that develop the most accurate and versatile measurements of time, are reflected in the fine jeweled-lever Swiss watch you own—or hope to own—or plan to give to someone you love.

The Watchmakers of Switzerland



See "The Watch Fashion Parade" at your jeweler, October 28 to November 6, for all that's new in fine Swiss watches. For the gifts you'll give with pride let your jeweler be your guide.

TIME IS THE ART OF THE SWISS



✻ POPCORN WORTH ITS ✻

ANY

SALT IS WORTH



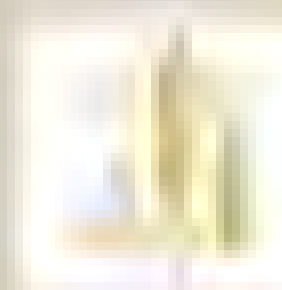
MORTON'S



Plain
or
iodized



When it rains it pours



FOR YOU, FROM MORTON! Brighten your home with beautiful 8" x 10" Deep-Tone Color Prints of various fruits and vegetables by Pertchik, internationally famous artist. For a set of 4 on special vellum finish paper and without advertising, send only 25¢ in coin, to cover handling costs, to Morton Salt Company, Box 6140, Chicago 77, Illinois.



WEIGHING HIS QUARRY, Prescott adjusts the tube (left hand) which holds amoeba (see pictures at

right) and puffs into tube to balance amoeba weight with air pressure. Pressure is shown on big gauge.

AMOEBA GETS WEIGHED IN

.000000014-oz. animal is put on scale in study of cell division

In their delight for measuring things, scientists through the years have wrestled almost every kind of animal onto scales to check its avoirdupois at different stages of growth. Recently at the University of California a young biologist named David Prescott realized happily that the rate of growth in the jellylike, single-celled amoeba had never been determined by the weighers.

Prescott placed an amoeba in a plastic cup, shaped like a miniature Martini glass (right) which was floating in a small tube filled with water. Then, by comparing the air pressure needed to balance the cup holding the amoeba with the pressure needed for an empty cup (above), he calculated that a well-fed mature

amoeba tips the scale at just .000000014 or 1/70,000,000 ounce.

Prescott went on to check the old theory that amoebae, which reproduce by splitting in two, do so as a direct result of gaining weight. He weighed each amoeba every four hours throughout its complete life cycle and discovered that the amoeba gains its maximum weight during the first 20 hours after its "birth," then holds constant in size throughout the rest of its 24-hour life. This discovery suggests that some chemical agent—and not size alone—must trigger the process of cell division. If this triggering agent can now be found, it may cast some new light on the mystery of such uncontrolled cell division as occurs in human cancer.



AMOEBA IN WEIGHING CUP, which is only 1/64th inch across, spreads its armlike pseudopods (top), retracts into ball (center), finally splits in two (bottom) are photomicrographs of sexless reproduction.

QUICK CHANGE
for Mothers!



*Swivel Action**
COMBINATION WINDOWS
JASCO

Presto! Chango! Baby is clean . . . and just that fast, you can clean **both** sides of a Jasco 3-channel combination window—without removing glass panels—without stretching or leaning. For Jasco's exclusive Swivel Action* allows the panels to slide down and swing **into** the room where they can be cleaned with more ease and comfort. And Jasco's 3-channel construction makes "changes" easy for the man of the house, too! Each storm or screened panel slides in its own separate channel—need never be removed or painted! For all-weather comfort and greater home beauty, get Jasco Combination Windows and Doors for YOUR home. They're precision-made of long-lasting 100% extruded aluminum.

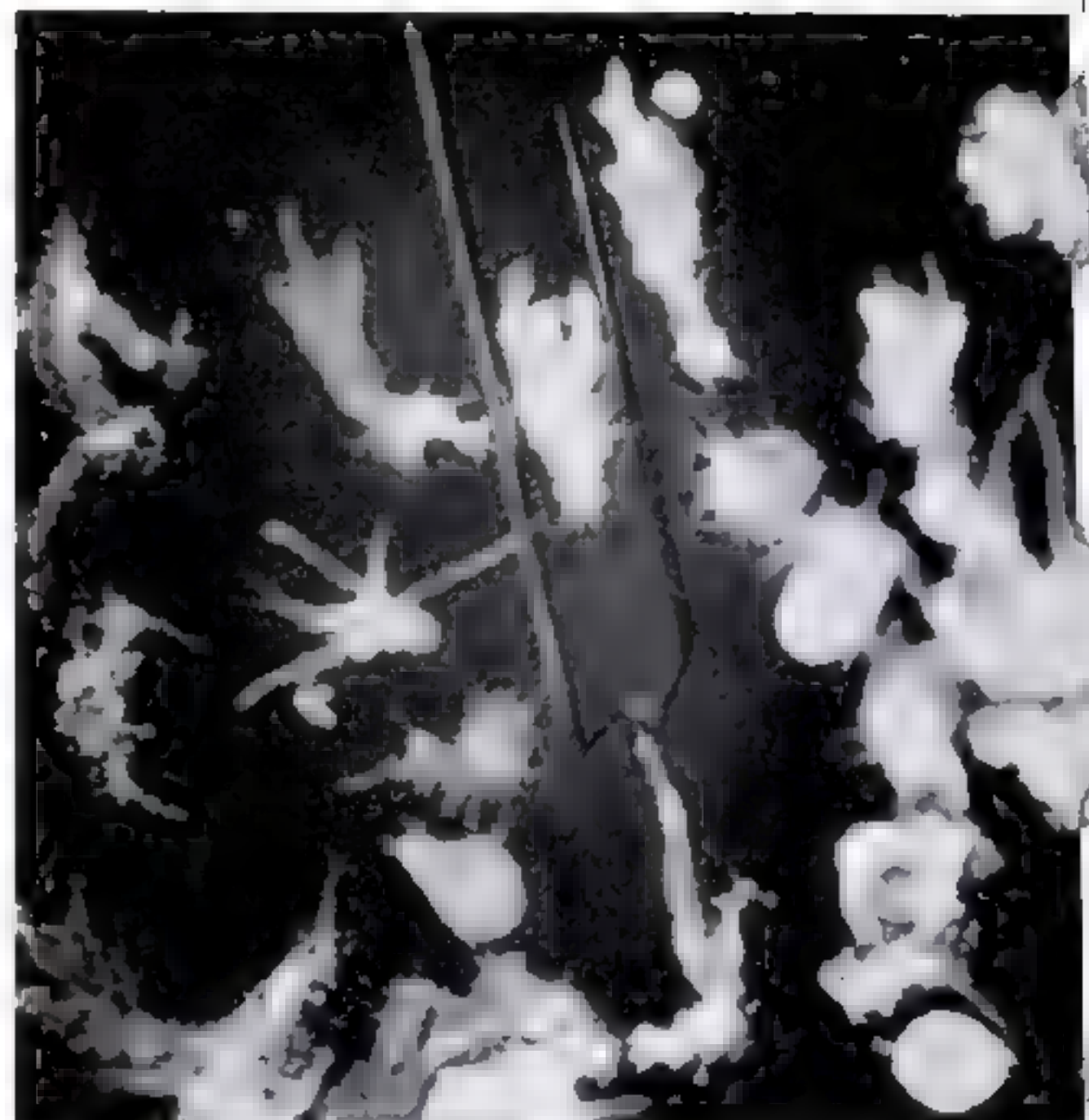
*Pat. Pending



Write for the names of your nearest franchise manufacturer today!

JASCO ALUMINUM PRODUCTS CORP., New Hyde Park, New York

Amoeba Weighed In CONTINUED



CATCHING AMOEBAS for weighing, Prescott sucks it into tiny glass tube, as shown in photograph above, which magnifies them slightly more than 100 times. Feat was complicated by fact that amoebae were grown in closely packed colonies. Prescott solved the problem by observing the amoeba colony through a 3-D microscope (right), picking his quarry and gently sucking it into the tube without swallowing it. To be sure that amoebae would be of a uniform size, Prescott raised his own stock. He caught and weighed more than fifty of them before his job was done.



THE LONG VIGIL which Prescott had to keep in order to weigh amoeba continuously throughout 24-hour life cycle is shared in his lab by his wife Karen, who is also a scientist, and daughter Trine, who had lunch in lab. Prescott often stayed in lab for 48 hours, taking catnaps between weighing times.



Now **DuPont Nylon** ushers in
a new era in carpeting quality

A new standard in carpeting . . . a beautiful new kind of carpeting is available, thanks to Du Pont nylon. This new carpeting is made possible because nylon is the strongest, toughest fiber ever used in carpeting. Actual tests on carpeting of 100% Du Pont nylon in hotels, clubs, offices have proved its phenomenal wear life.

Nothing surpasses the easy care of carpeting made of Du Pont nylon because dirt does not cling easily to its smooth, round fibers.

Top-grade materials combined with manufacturing skill, carpet design and construction, pile height, dyeing techniques and good workmanship still remain the necessary ingredients for good carpeting.

When you shop for carpeting, look first for Du Pont nylon and ask your carpeting salesman for advice on the best type to fit your needs.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

**NEW TEXTURES . . . NEW COLORS
IN CARPETS OF DU PONT NYLON**



THE BEAUTY of decorator colors is yours in carpeting of 100% Du Pont nylon in this luxurious ribbed pile.



LONG WEAR is yours when you use carpets of 100% Du Pont nylon in this modern cut and uncut texture.



EASE OF CARE is assured when you have carpets of 100% Du Pont nylon. You'll love this closely tufted texture.

Exciting new things are happening in **NYLON**—one of **DU PONT'S** modern-living fibers

Quicker way to start party treats —pour delicate Wesson Oil...



The New Luxury Chiffon Layer Cake —with only 2 eggs

THIS IS "LOVELIGHT"—glamorous new 2-egg Chiffon layer cake. You make it with Wesson Oil—the shortening you *pour to measure* and *never have to cream!* Just 2 minutes batter beating with light, delicate Wesson Oil. It's the *only shortening* that gives you the airy Chiffon texture and delicate Chiffon flavor of a true LoveLight cake.

WESSON POPS CORN FLUFFIER. Even youngsters make *extra fluffy, tender* popcorn with Wesson Oil. No digging out solid shortening. Wesson *pours to measure.* Heat 3 tablespoons light, sparkling Wesson Oil in heavy skillet. Add $\frac{1}{2}$ cup popcorn. Cover and shake. When popping starts, reduce heat; shake until done. Salt to taste. Delicate Wesson Oil coats each kernel lightly, distributes the heat evenly, so *every kernel* pops fluffy, crisp and delicious.



"LOVELIGHT" CHOCOLATE CHIFFON

Developed by Betty Crocker of General Mills

2 eggs, separated	$\frac{1}{4}$ teaspoon salt
$1\frac{1}{2}$ cups sugar	$\frac{1}{2}$ cup Wesson Oil
$1\frac{1}{4}$ cups sifted Softasilk	* 1 cup buttermilk
Cake Flour	2 squares unsweetened
$\frac{1}{4}$ teaspoon soda	chocolate, (2 oz.), melted

*Sweet milk may be substituted for buttermilk in this recipe.

Heat oven to 350° (moderate). Grease generously and dust with flour 2 round layer pans, 8" by at least $1\frac{1}{4}$ " deep, or 1 oblong pan, 13" x 9" x 2". Beat egg whites until frothy. Gradually beat in $\frac{1}{2}$ cup of the sugar. Continue beating until very stiff and glossy.

In another bowl, sift remaining sugar, Softasilk Cake Flour, soda, salt. Add Wesson Oil, half of buttermilk. Beat 1 minute, medium speed on mixer, or 150 vigorous strokes by hand. Scrape sides and bottom of bowl constantly. Add remaining buttermilk, egg yolks, chocolate. Beat 1 minute more, scraping bowl constantly. Fold in meringue. Pour into prepared pans. Bake layers 30 to 35 minutes; oblong, 40 to 45 minutes. Cool. Split each layer into two layers. Spread Chocolate Fluff between layers and over cake. Store in refrigerator until used. Cut oblong cake in squares and spoon Chocolate Fluff over each square for serving.

CHOCOLATE FLUFF: Mix together in chilled bowl 2 cups heavy cream, 1 cup sifted confectioners' sugar, $\frac{1}{2}$ cup cocoa, dash of salt. Beat until stiff enough to hold a point. Refrigerate until used.

Table of adjustments for high altitudes: 3,500 to 4,500 ft. use $\frac{1}{4}$ teaspoon soda; 4,500 feet and over, use $\frac{1}{2}$ teaspoon soda. Increase oven temperature 25°. Bake layers 25 to 30 minutes; oblong, 35 to 40 minutes.

AMERICA'S FAVORITE

for Salads, Frying,

Stir-N-Roll Pie Crust

and Biscuits



Wesson Oil

SEE "HAWKINS FALLS"—NBC TELEVISION NETWORK MONDAY THROUGH FRIDAY

DOWN OLD NOSTALGIA LANE

'The Boy Friend' comes from Britain to kid snappy, sappy musicals of '20s

Broadway's first musical hit of the season will be a nostalgic treat for people old enough to remember the musical shows of the 1920s, when googoo-eyed flappers wore hats like space helmets (below), emitted coy squeals and twirled their legs like propellers.

The Boy Friend, imported from London where it has become a huge success, was written—music, lyrics and book—by 30-year-old Sandy Wilson. Though he knows the old days only by hearsay, he has written a soufflé-light parody of such shows as *Irene* and *No, No, Nanette*, whose tunes still evoke sentimental memories while their inane books are mercifully forgotten. *The Boy Friend*'s particular magic is that while burlesquing the simple-minded old hokum it still remains warmhearted.



HEIRESS MEETS POOR BOY (JOHN HEWER)





BERSERK BUTTERFLY (Ann Wakefield) waves her pretty wings in a 1920-style frenzy as she does not stop for American boys at French masquerade ball.



POMPOUS PASSION overtakes the heroine's father as he makes grandiloquent love to an old dame, who is the headmistress of his daughter's school.

COY BATHING BEAUTIES flirt with a wealthy old gaffer who comes to the French Riviera looking for his long lost son, finds his own lost youth instead.





Looking for a used car you can believe in?

Look for the "OK" Tag!

You'll find the OK Tag only at your Chevrolet dealer's. And you'll find it on only his best used cars.

You can't miss it. The big red tag stands out to tell you that here's a car that's the cream of the trade-in crop. A thoroughly inspected and reconditioned car that's backed by a dealer warranty in writing! A used car you can believe in!

So, if it's an OK Used Car, you can have

confidence in any make or model that appeals to you the most. You'll be sure to get your money's worth and then some. Right now your Chevrolet dealer is making the best deals on all his OK Used Cars.

Make the OK Tag the first thing you look for when you shop for a good used car. That way you'll save a lot of time in finding just what you want. And you'll save a lot of money, if you look right now!

Buy with warranted confidence

SIX WAYS BETTER

1. Thoroughly inspected
2. Reconditioned for safety
3. Reconditioned for performance
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5. Honestly described
6. Dealer warranty in writing



SOLD ONLY BY AN
AUTHORIZED CHEVROLET DEALER



See Your Chevrolet Dealer for the Best Deal!

this diamond...

is well known the world over today. It's the label for the one gin that's dry...clear...the right proof (90 proof)...and the right taste—never harsh. ALWAYS smooth. ALWAYS look for Gilbey's famous frosted bottle.



this diamond...

is well known the world over today. It's the label for the one gin that's dry...clear...the right proof (90 proof)...and the right taste—never harsh. ALWAYS smooth. ALWAYS look for Gilbey's famous frosted bottle.

The world agrees on

GILBEY'S please



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO
THE INTERNATIONAL GIN distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile and Mexico.

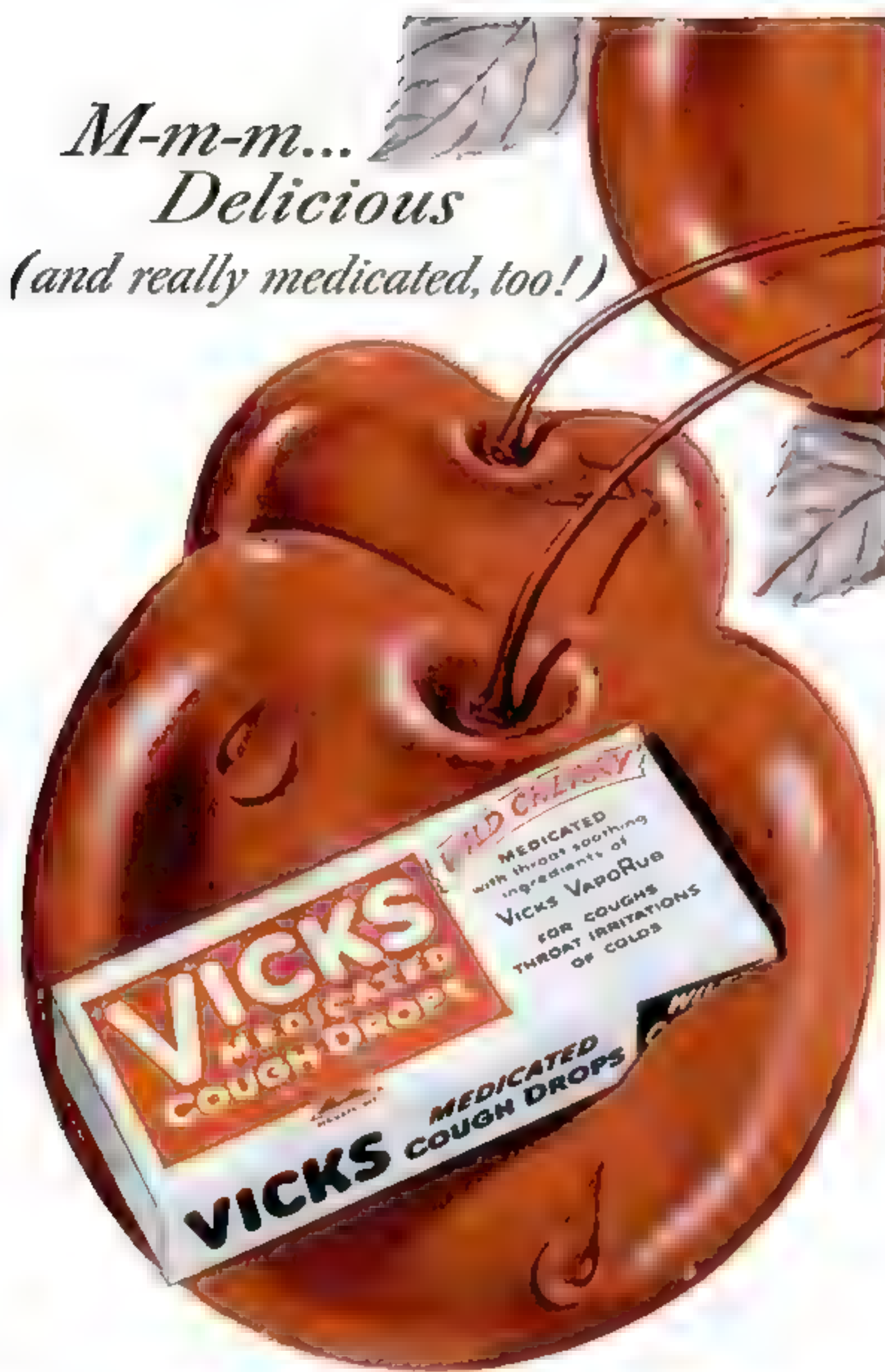
THE BOY FRIEND'S GIRL FRIEND



PENSIVE POLLY, heroine of the show, refuses solace from her worldly schoolmistress when she feels deceived by her poor but courtly swain at the ball. Julie Andrews, making her U.S. debut as Polly, turned 19 the day after

show opened, is rated most promising young performer on London stage. U.S. critics praised her as much for the emotion she got into her silly part as for her adroitly dead-pan spoofing (right) of the gestures and attitudes of the 1920s.





New **VICKS WILD CHERRY COUGH DROPS**

Tart...savory...delicious...and effectively medicated!
That's why...

YOU GET MORE RELIEF

with every drop from the
only cough drops medicated...

with the throat-soothing ingredients of Vicks VapoRub for relief of coughs due to colds or smoking. Every drop you take brings added relief.



Same effective medication...same wonderful relief!

NOSTALGIA LANE CONTINUED



SANDY WILSON AND VIDA HOPE PARADE CHEERFULLY BY THEIR NEW HIT

AFTER A TIFF, A TRIUMPH

Writer-Composer Sandy Wilson first wrote *The Boy Friend* as a sketch for a private London theater club. Instantly successful, it was expanded and moved twice to bigger theaters in London, where the first company is still playing. When Wilson and Director Vida Hope came over to help with the Broadway production, they had a tiff with the producers, Cy Feuer and Ernest Martin, who wanted to make the humor less subtle. Arguments grew so acrimonious at rehearsals that a detective was stationed at the theater to keep author and director from getting in and interfering with their own show. But after a triumphant first night, both Wilson and Hope conceded that *The Boy Friend* had been properly pepped up for American taste. It is the first British musical to do well in the U.S. since Noel Coward's *Bitter Sweet* in 1929.



FROM THE WINDSWEEP TIP of Chile, from the cold, barren plains near the Straits of Magellan, comes rugged and resilient Punta wool. It forms the strength-giving part of the blend exclusive in Pan-American tweeds.



CLOSER TO THE EQUATOR, from the rolling plain lands of northern Argentina, comes the soft, silky Corriente wool. It is the genteel part of the fabric combination which goes to make these Pan-American tweeds.

THAT PAN-AMERICAN LOOK

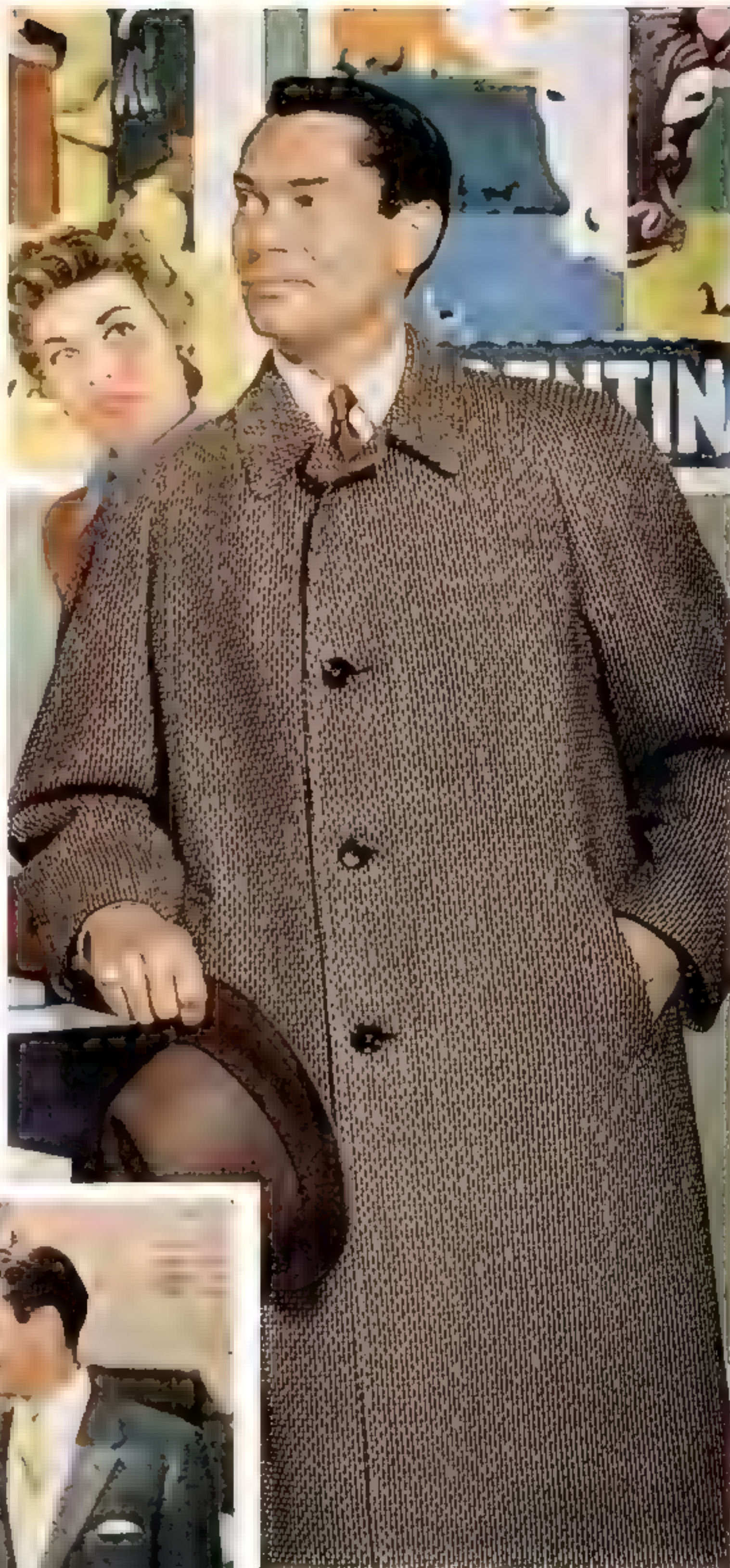
From the Argentine and Chile comes the behind-the-seams story of a new American custom

Some night, when you're counting sheep, maybe you'll realize how many it takes to clothe the hundreds of thousands of Americans who wear Pan-American tweed topcoats, suits and sport coats. And, if you're still awake, you might consider the many thousands of miles wool buyers travel for Hart Schaffner & Marx to select these two, very special kind of sheep.

One breed chose to settle down in the southernmost tip of Chile, the Punta region's cold and windy plains. Their wool is rugged as all get out, and resilient as a mainspring. The other breed are old softies! They live a languid life in the Argentine's more-temperate Corriente district. Their wool is silky enough to please even the most hard-to-please buyer.

Blend these two wools together and you have the secret of why Pan-American tweeds are so soft yet so hardy . . . why they tailor perfectly and hold their shape with robust determination. And now, Hart Schaffner & Marx comes up with a *Lightweight* Pan-American tweed, as well as the standard-weight, in new, rich "Charred Tones." Beautiful! And remember, *Lightweight* Pan-American is more than 20% lighter than standard tweeds!

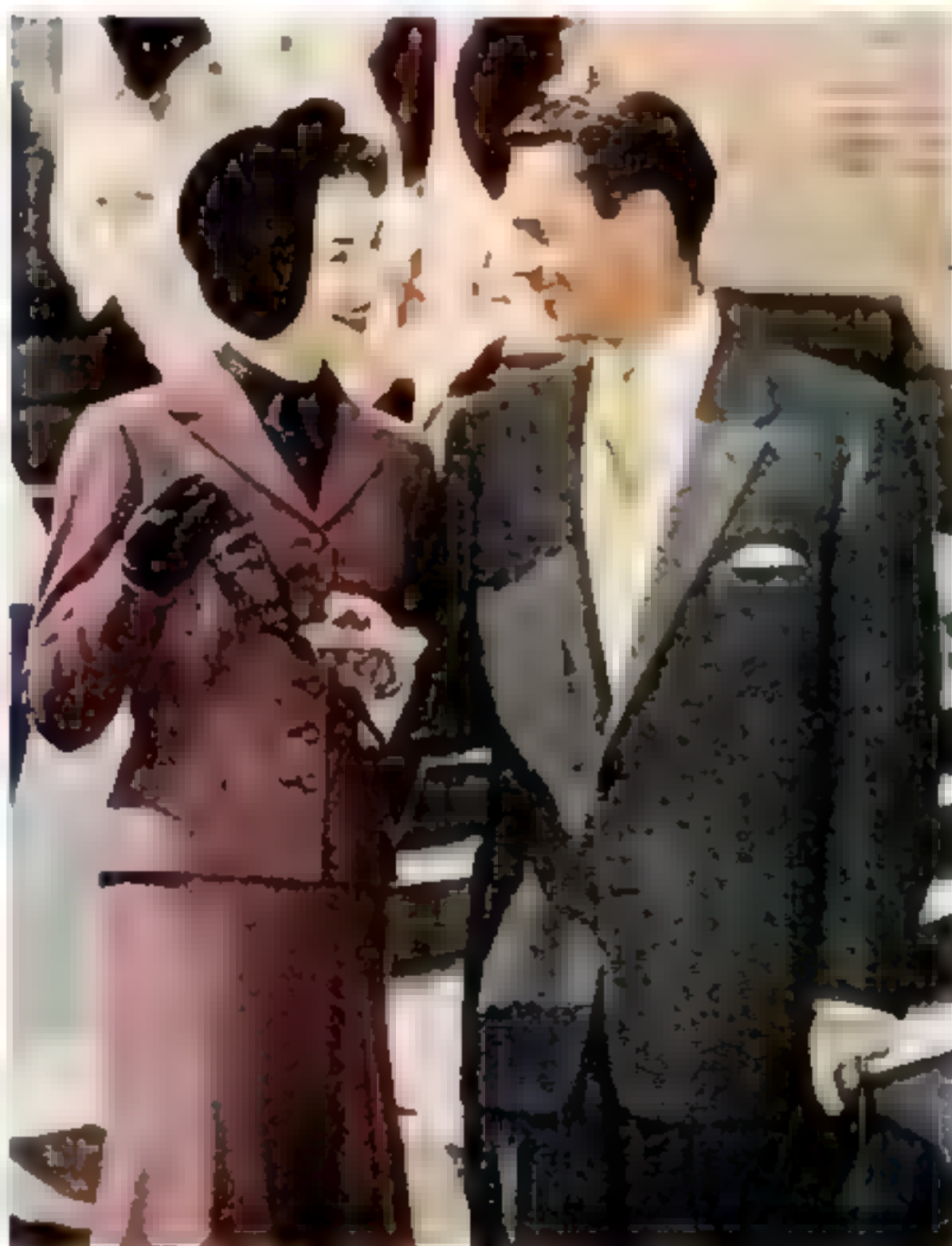
HART SCHAFFNER & MARX



IT'S A CUSTOM OF THE COUNTRY! More Americans wear Pan-American topcoats than coats of any other individual fabric. One wonderful thing about the tweed in Pan-Americans is its adaptability to new patterns and colors (like the distinguished Charred Brown shown above). And it wears much, much longer than you'd ever expect.



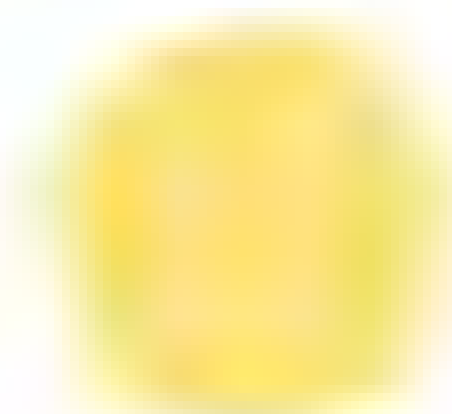
NEW KIND OF SPORTCOAT! It's the handsomely comfortable new *Lightweight* Pan-American tweed sportcoat. His jacket is in the new Charred Brown tone, complemented by Charred Gray Harrow Flannel slacks by Hart Schaffner & Marx.



NEVER BEFORE AVAILABLE . . . the new *Lightweight* Pan American tweed suit is more than 20% lighter than standard tweeds. Less weight, less bulk and no scratch. Shown here in deep Charred Gray. (His Vivella tattersall vest and her suit, too, are by Hart Schaffner & Marx.)



GRAY



YELLOW



RED



BEIGE

NEW LOOK for



FULL-COLOR TELEPHONE: Blends with decor of home or office. Eight colors shown at left. Clear plastic finger wheel on green, beige, brown and ivory models.

... PLUS extra conveniences

IVORY



BLUE



GREEN



BROWN



LIGHT-UP DIAL TELEPHONE: Dial is illuminated as soon as handset is picked up. Easy to dial in dark or dimly lit rooms. Ideal for use in bedrooms, nurseries, sickrooms, hallways—wherever it is desirable to have little or no illumination.



VOLUME CONTROL TELEPHONE: Makes hearing easier in noisy locations. Equipped with control which enables listener to increase sound volume as required for best individual results. Also a boon for many people with impaired hearing.



PLUG-IN TELEPHONE: Plugs into telephone outlets wherever you occasionally want a telephone—for example: patio, sleeping porch, game room, workshop. Permanently installed extensions also available wherever you wish in the house.



TELEPHONE ANSWERING SET: Attached to your telephone, automatically answers calls when you're out, gives callers a message you have recorded and enables them to leave half-minute recorded messages which you play back when you return.

an OLD FRIEND!



TWO-TONE TELEPHONE: Designed to give pleasing contrast of lustrous colored base and jet black handset. Choice of four colors—red, green, gray, ivory.



WALL TELEPHONE: in rich ivory. Mounted on wall, it takes up no working space. The ideal *additional* telephone for hall, workshop, kitchen.

we're making for Bell telephone users!



CUT-OFF SWITCH: Pulling up the special knob will temporarily cut off any extensions on the same line, so no one can overhear elsewhere in home or office. Replacing handset after use automatically puts extensions back in service.



BUTTON CONTROL TELEPHONE: Available in one, four or six button models as convenience may require. Many different combinations of outside lines and inter-communication lines are possible to meet particular home or business switching needs.



SPRING CORD: The built-in curl lessens tangling, catching on furniture. Pulls out to full length easily—just as easily springs back into a short coil when not in use. Available in ivory, gray and brown as well as black.

We're now manufacturing the *extra* conveniences shown here — and others, too! They'll add more satisfaction to your use of the telephone. Western Electric's part in Bell telephone service is to

make the things that make good service possible. *Call or visit your local Bell telephone business office for information as to moderate cost and availability.*

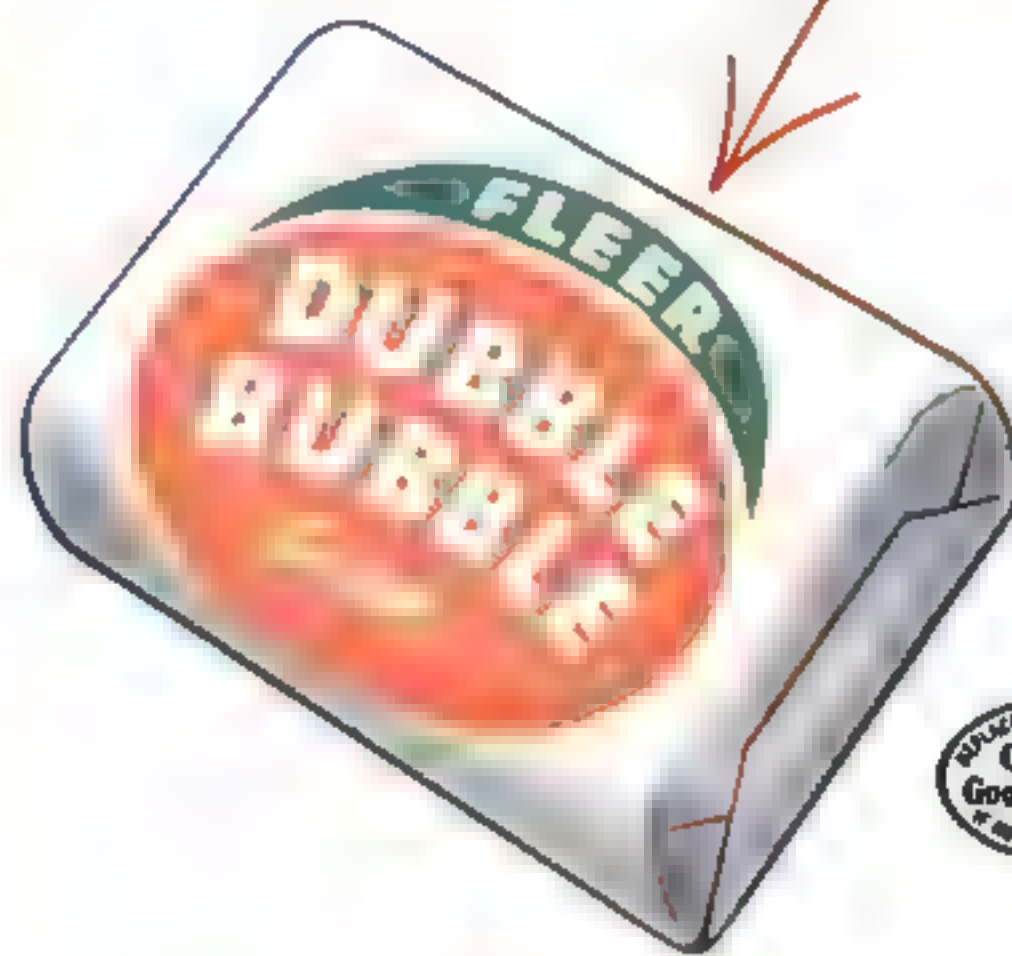


MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

Look
who's
here!



and look
what he wants
most



the world's
most popular penny
confection with the
quality mother trusts

● BUY A GENEROUS SUPPLY
AT STORES AND SUPERMARKETS EVERYWHERE



MOLRA CHADOR RECLINES ABOVE HER PAINTING OF NUNS AND CHILDREN. NOSTALGIC PARIS SCENES LIKE THIS REPRESENT MOST OF HER WORK IN THE U.S.

A LEFT BANK IN NEW YORK

Crop of postwar expatriates from Paris form successful New World art colony



When they want to soak up Old World culture, American artists traditionally head for Paris. But a postwar generation of French artists interested in New World opportunity have been quietly heading for New York where they have taken up their Left Bank lives. All of the seven expatriates from Paris shown in these pages have succeeded in making a living from their art in one way or another. They like the U.S. so much that two are already citizens while three more plan to become citizens. The others are fast becoming Americanized in spirit. Only in a homesick mood do they let down long enough to have a party in real French style (p. 126).



IGNORING MANHATTAN SIGHTS which they now find familiar, Parisian artists form a gossiping group during get together trip on Staten Island ferry.

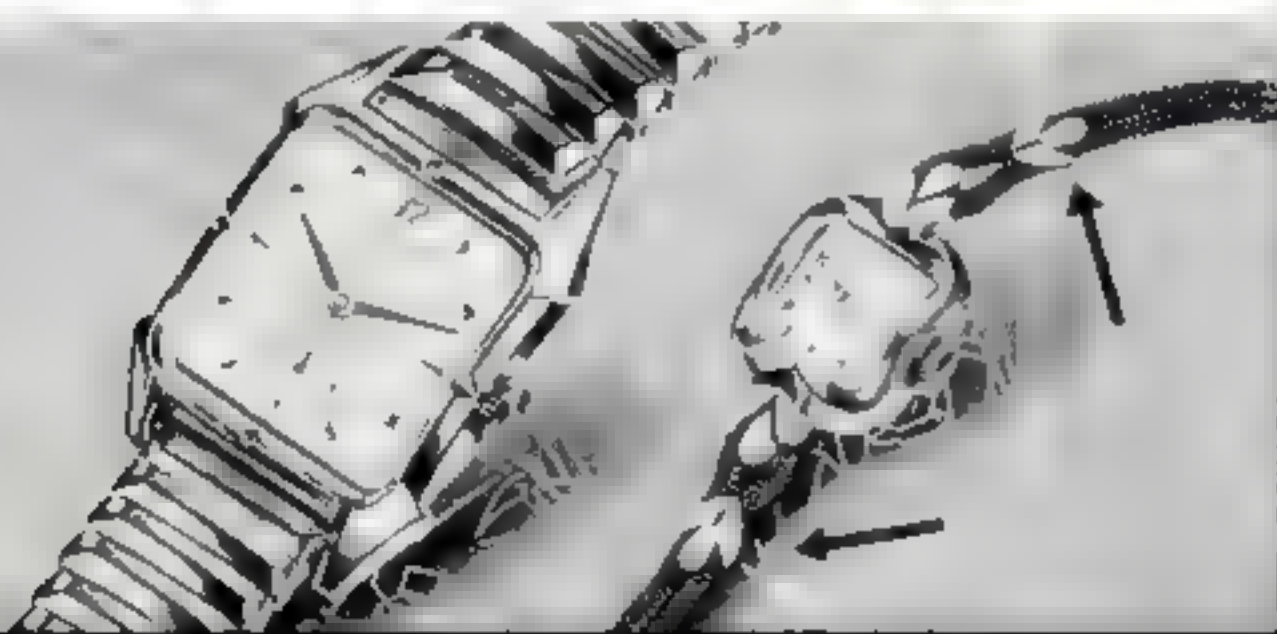
A striking new pair

We showed our new Terry (right) to a famous artist. "This," he said, "more than any watch I've seen—this is the watch I want to give my wife!" The Terry has "Cordette" (indicated by arrows) which dramatically echoes the case design—the crystal has a 3-D depth that makes the dial easier to read. The Murray (left) is styled in rugged contrast. Even its hands look powerful. The case is as clean-cut and broad-shouldered as a West Point fullback. Both of these wonderful new Hamiltons have just arrived at your jeweler's.

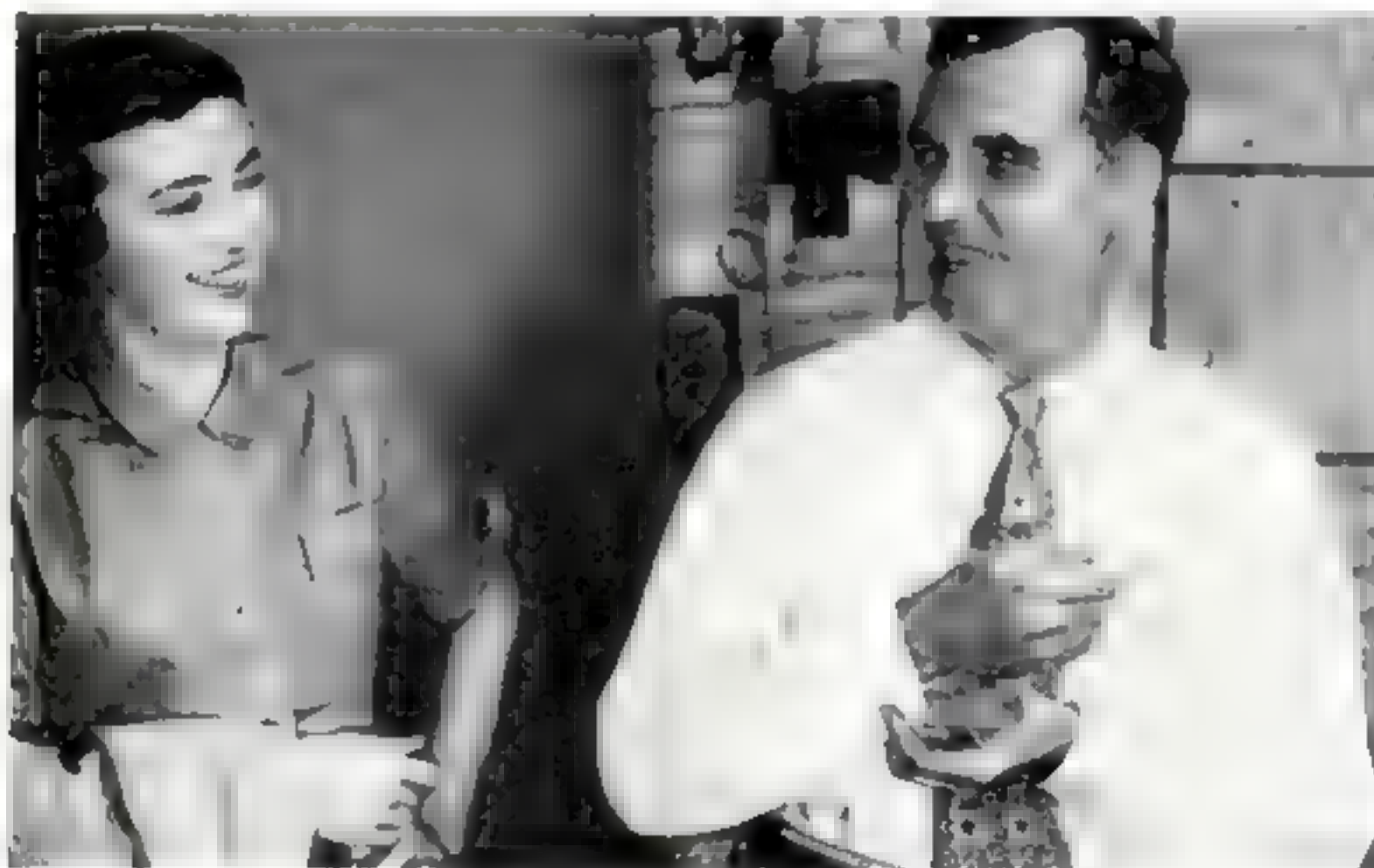
It means
so much more
to give—or get—a

Hamilton

MURRAY \$71.50 TERRY \$71.50 Price includes Federal Tax.



FREE: Color folder of latest watch styles. Send name and address to Dept. L-35, Hamilton Watch Co., Lancaster, Pa. 17602.



There's a smart woman behind this man's appearance

One way or other there's always a woman behind the man behind the shirt.

The smart woman sees to it that her husband's shirts have that professional appearance so important in business. That's how shirts look when a professional laundry does them—with their smart, comfortable Velvet Rainbow finish. They stay looking—and feeling—that

way all day, too.

The other way is to wash and iron at home without proper tools or products. (Velvet Rainbow sold only to professional laundries—not available retail).

When it costs only pennies a day, why not send your family's shirts to a professional laundry this week. Huron Milling Co., 9 Park Place, N.Y. 7, N.Y. A-42

**SHIRTS STAY BETTER LOOKING LONGER
WHEN A PROFESSIONAL LAUNDRY DOES THEM**

NEW YORK LEFT BANK CONTINUED



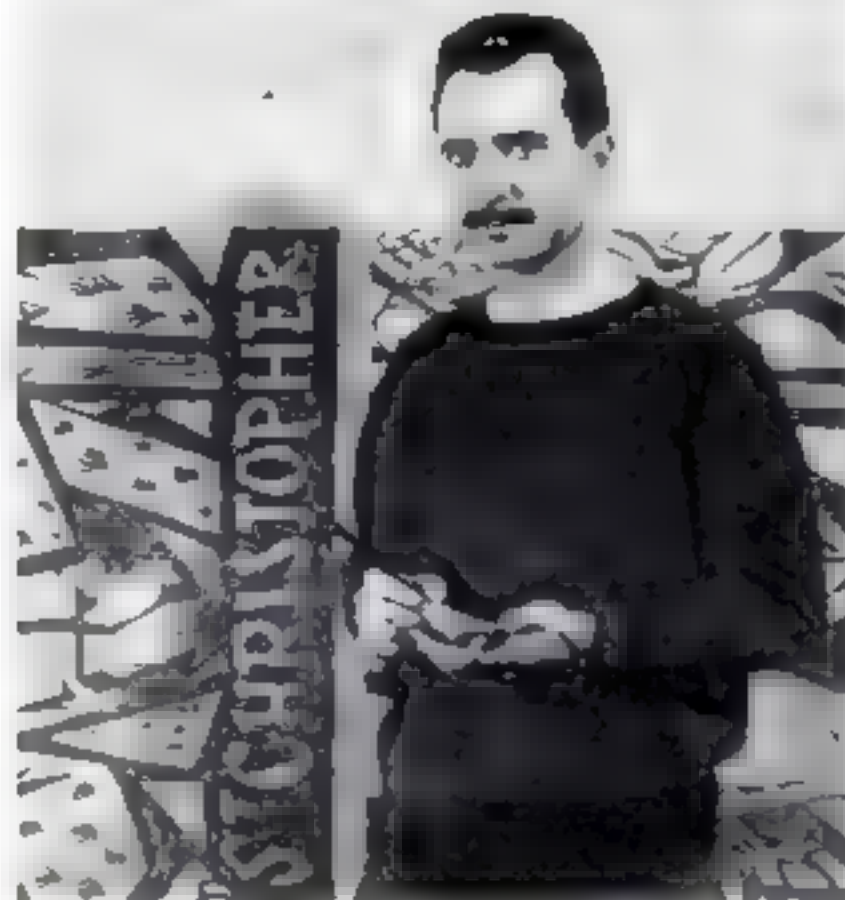
PAINTER Victor Laks exhibits his mosaic-like canvases (background), teaches painting and is art critic for a French newspaper in New York.



SCULPTOR Micheline Kaplan-Marmor also does oil paintings. She supports herself mostly by antiquing copies of old sculpture (figure at right).



DESIGNERS Jenn and Helen Cazagnaire, here going over sketches at home, operate as a husband and wife team, creating patterns for fabrics.



GLASSWORKER Robert Pinart, 27 years old, designs and makes stained glass for a New York firm which does windows for churches throughout U.S.

CONTINUED ON PAGE 128

Earn extra money

Get better marks

96-year test shows how rugged the Royal Portable is

A MECHANICAL MARATHON in typewriter performance was ended gloriously on October 14, 1953 at the U. S. Testing Company in Hoboken, N. J.

On that date a stock model Royal Portable completed a grueling 100-words-a-minute, 24-hours-a-day test*. It had typed for 2000 hours. If you typed 400 words a day, every day of the year, except Sundays, it would take you 96 years to give this machine the same beating.

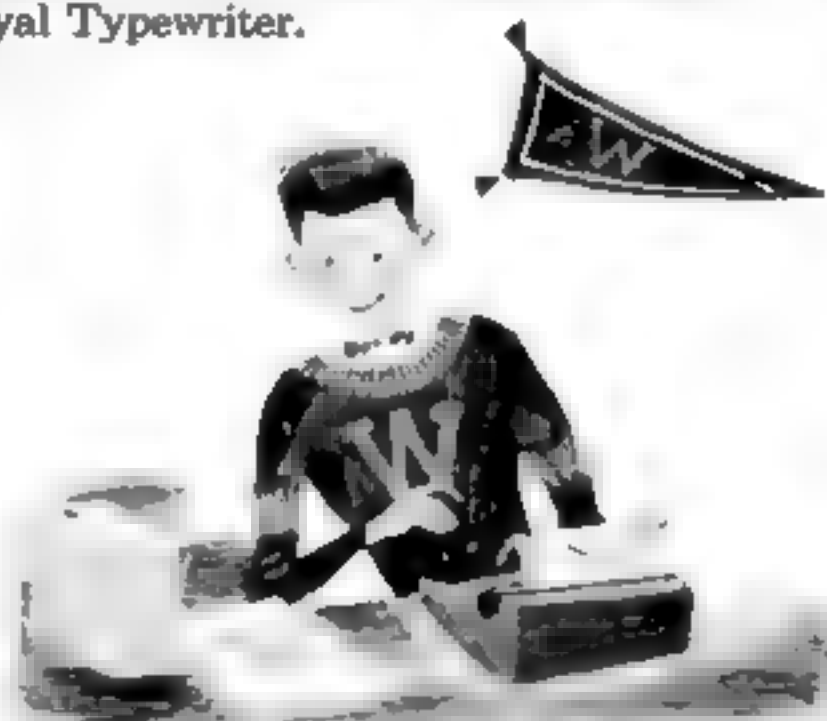
This new chapter of typewriter history is documentary proof of how the rugged Royal can profit you.



HELPS PAY COLLEGE EXPENSES

Many young people all over the country find that Royal Portable helps them to type their way to extra money in college. Smart undergraduates use the money made from part-time typing jobs to

help pay for tuition, books, even tickets for class proms. It's such an easy way to stay ahead of expenses. And you can do it, too, with a rugged Royal Typewriter.



BETTER MARKS IN SCHOOL

How many times have your school assignments been returned with the comments "can't read it" or "poor spelling"? It's pretty hard to spell poorly when you see each letter plainly in clear type. Typing your work will make your paper more readable, too, and help make those marks go higher! And higher marks mean a better chance to go to the college of your choice—maybe a scholarship! Getting in college is tough these days.

SO EASY TO LEARN!

It's so easy to learn to type on the Royal Portable! Easier than learning to drive a car! You can teach

yourself in a few short weeks. Every feature lends itself to speedy, effortless typing.

FREE BOOKLET!

Free! Go to your Royal Portable dealer and get "How to Type Your Way to Extra Money."

See the new Royal Portable, as low as \$79.50—\$9.95 down. Liberal trade-ins, 18 months to pay.



Does more for you...does it better,
because of these 9 amazing features!

Speed Selector • New Speed Spacer • Push Button Top • Visible Tab Set • New Color Combinations • New Carriage Controls • Greater Paper Capacity • Fiberglass-plastic Carrying Case plus Royal's famous "Magic" Margin

the new rugged **ROYAL**[®] portable { *the typewriter of a
lifetime for a lifetime*

"Magic" is a registered trade-mark of Royal McBee Corporation.

*Test number E-6898, Oct. 14, 1953

REMINDERS OF OLD PARIS



PREPARING BOULLABAISSE, a favorite dish back home, Jeanne Martin assists at a reunion party for French artists now living in New York.



ENJOYING FRENCH WINE, the artists chatter excitedly through the meal, discussing art and comparing notes on their new experiences in the U.S.



ACTING AS CRITICS, artists discuss each other's work. Here, considering painting done by Moura Chabor, everyone agreed work was fine bit of nostalgia.

NOW! DUPLICATE 120 BRIGHT COPIES A MINUTE IN
five colors
IN ONE OPERATION
OF ANYTHING YOU TYPE, WRITE, DRAW, OR TRACE

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 • NO STENCILS!
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MAGIC
 COPY CONTROL

NEW DITTO® D-10
 (LIQUID) DUPLICATOR

SO SHARP! SO CLEAN!
 300 to 500 Copies from One Master in Seconds ...
 for Pennies in Red, Blue, Green, Purple and Black!

NOW—cut copy costs! Your DITTO original or "master" can reproduce up to 5 colors in one operation—of anything you trace, draw, write or type—in seconds, for pennies!

Just snap your original on the new D-10 and out come 300 to 500 vivid copies, at 120 a minute, on varying weights of card or paper, in sizes from 3" x 5" to 9" x 14". On short runs, file your original, change data or pictures if you like, and run more copies later.

See, try the new DITTO D-10! It has wear and corrosion-resisting stainless steel parts. It has smooth, balanced action—makes an expert of any user. It's low in cost. It's just what you'd expect from the world leader in duplicating machines and supplies.

USED IN OVER 300 LINES OF BUSINESS TO MAKE COPIES

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- EXAMINATION QUESTIONS
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- LESSON SHEETS
- REPORTS

NOW! FREE! LITERATURE OR DEMONSTRATION ON YOUR WORK IN YOUR OFFICE

DITTO, INC., 2275 W. Harrison St., Chicago 12, Ill.
 In Canada: DITTO of Canada, Ltd., Toronto, Ontario.
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Gentlemen: At no cost or obligation to me, please—
☐ Send literature on DITTO D-10 Duplicator and 5-color Process.
☐ Arrange a demonstration for me.

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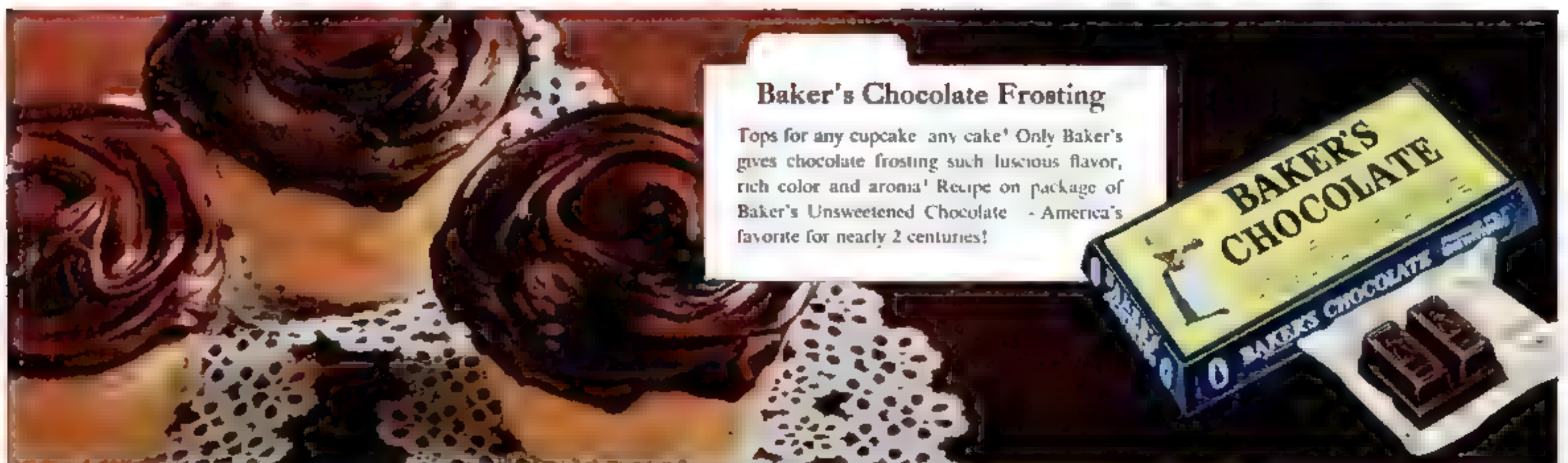
Chocolate Milk

More luscious in flavor . . . easier to mix with Baker's Instant!

2 to 3 heaping teaspoons Baker's Instant
1 glass cold milk

Add Baker's Instant to cold milk and stir. Instantly—you have frothy chocolate milk with the incomparable flavor of Walter Baker Chocolate—finest in the world! And Baker's Instant makes smoother, darker, more delicious *hot* chocolate, too! Get the best—get Baker's Instant!

Chocolate makes it good... Baker's makes it best



Baker's Chocolate Frosting

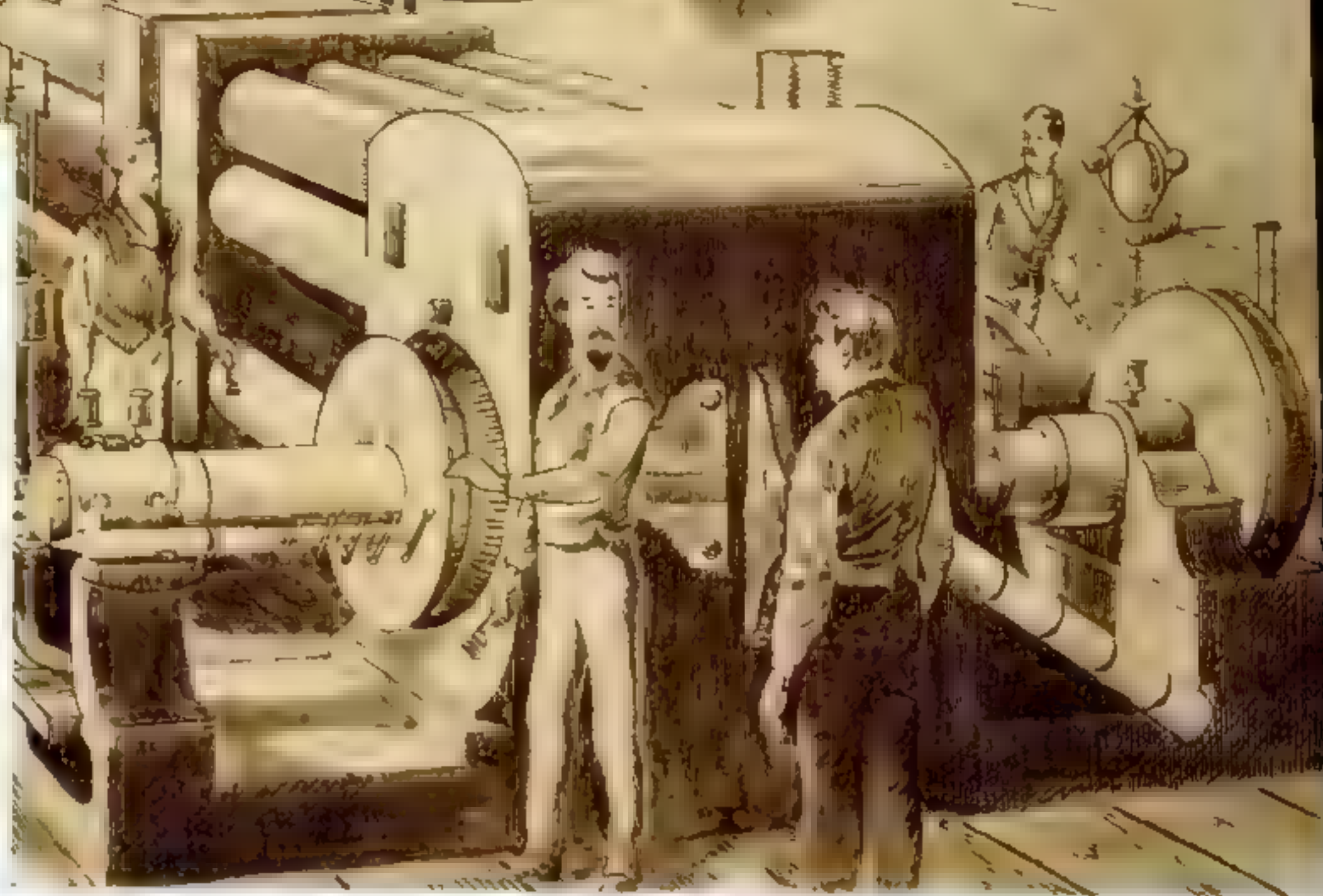
Tops for any cupcake any cake! Only Baker's gives chocolate frosting such luscious flavor, rich color and aroma! Recipe on package of Baker's Unsweetened Chocolate - America's favorite for nearly 2 centuries!

MORE POWER FOR AMERICA

75 years of engineering progress



FIRST CITY ELECTRIC SERVICE was established by Edison's Pearl St. Power Station in New York, pictured here as shown in an old print. Electricity was supplied for only a few thousand lamps, over a mile-square area.



POWER FOR MODERN LIVING takes immense amounts of electricity supplied by huge steam turbine-generators like the one at right. A single General Electric turbine-generator may be more than 1,000 times as powerful as one of Edison's generators and make enough electricity for all the needs of a city of 400,000 people.

GENERAL  **ELECTRIC**



n making electricity today's greatest bargain

Light's Diamond Jubilee marks a history of American enterprise that has revolutionized our lives

This year America celebrates Light's Diamond Jubilee—the 75th anniversary of Edison's invention of the first practical incandescent electric light. In the glow of that first lamp, the electrical age was born.

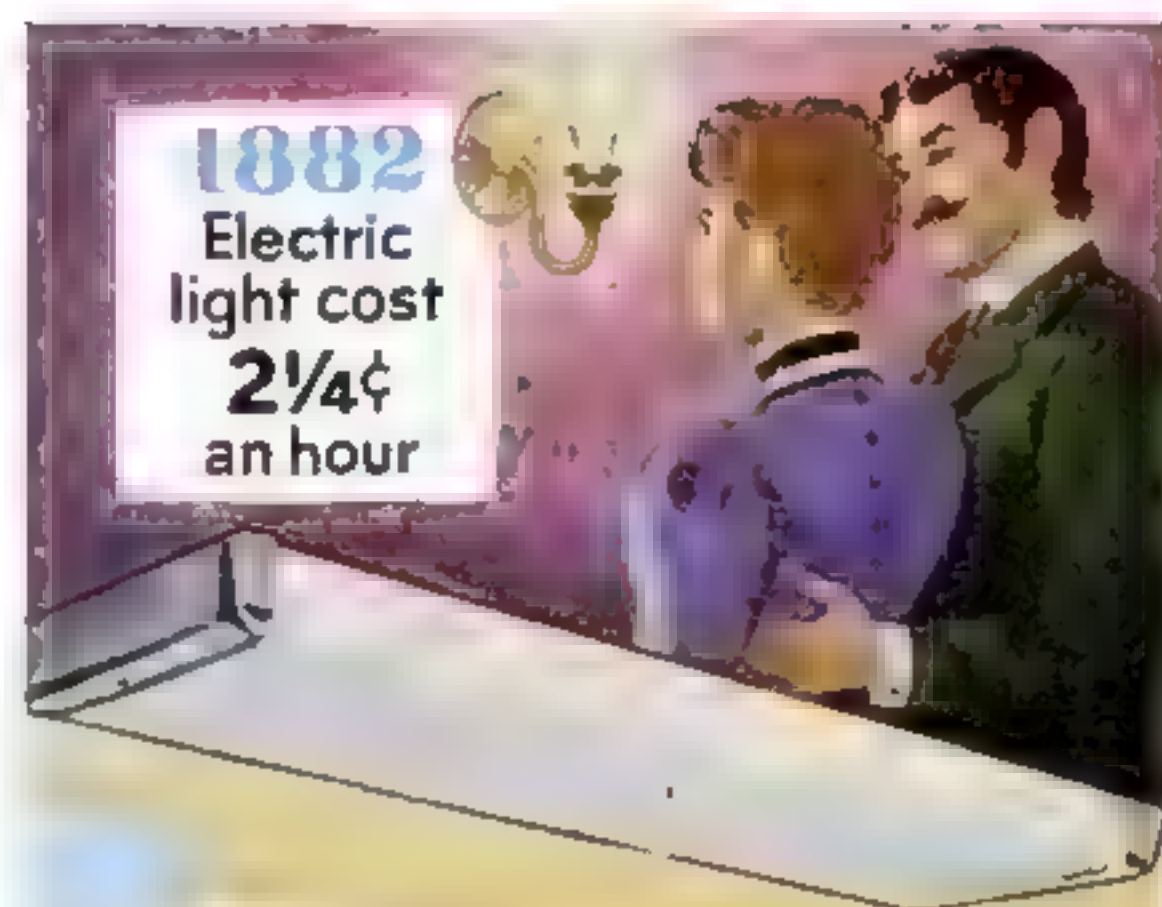
American inventive genius has made electricity not only our most valuable servant, but also the greatest bargain a dollar can buy. Although almost everything else has doubled or tripled in price over the last few years, electricity now costs only half as much as it did twenty years ago.

You see one reason for the low cost of electricity in the huge General Electric steam turbine-generator on the opposite page. Compared with the original generators in New York's first central power station shown in the upper picture, modern machines like this now enable electric utilities to produce more than 10 times as much electricity from the same amount of coal burned in the power station boilers.

General Electric engineering has played a vital part in electrical progress since the earliest days of the industry. Many of the most important advances in electric power equipment, leading to greater efficiency and economy, have been pioneered by General Electric.

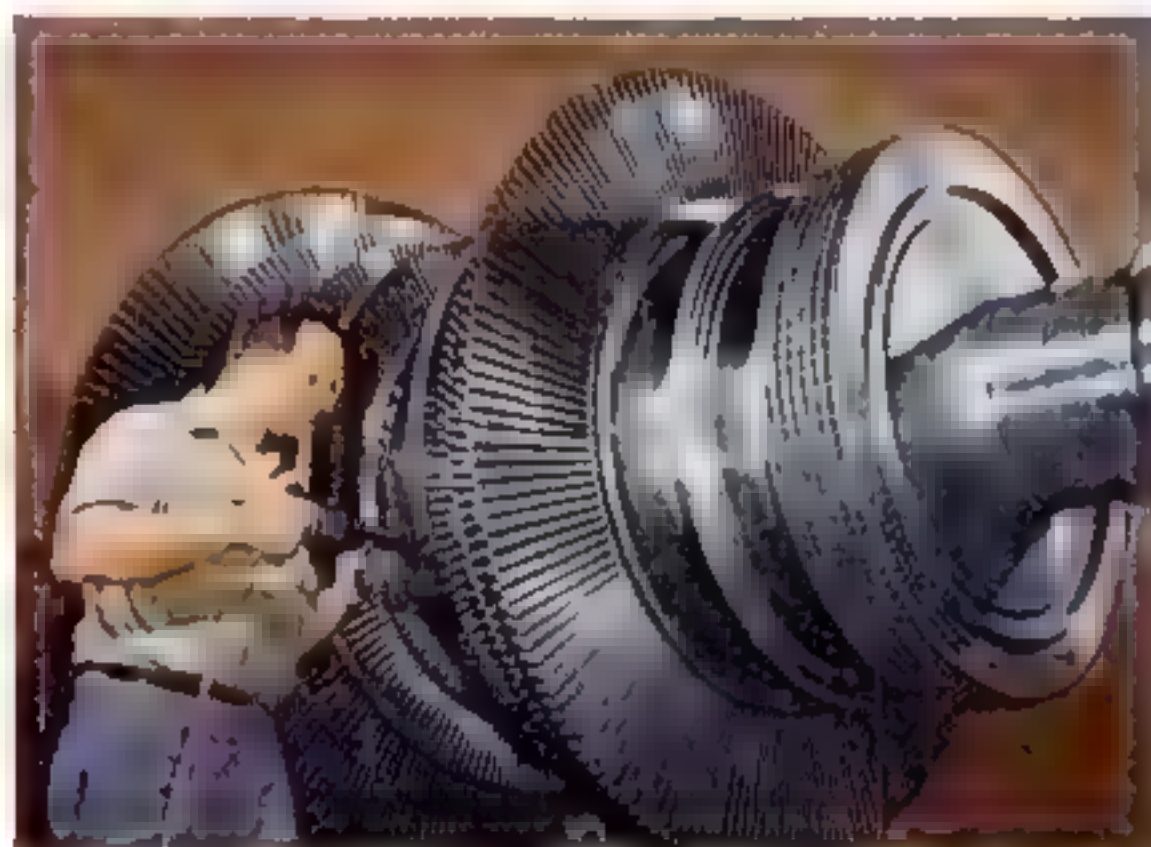
Research and development still go on. And with billions of dollars now being spent every year for improved, more economical equipment, America's progressive electric utilities are making sure that electricity will continue to be your greatest bargain. General Electric Company, Schenectady 5, New York.

*See Light's Diamond Jubilee 2-hour TV Show, Sunday night, Oct. 24.
Watch also for the General Electric Theater, CBS-TV, Sunday nights.*

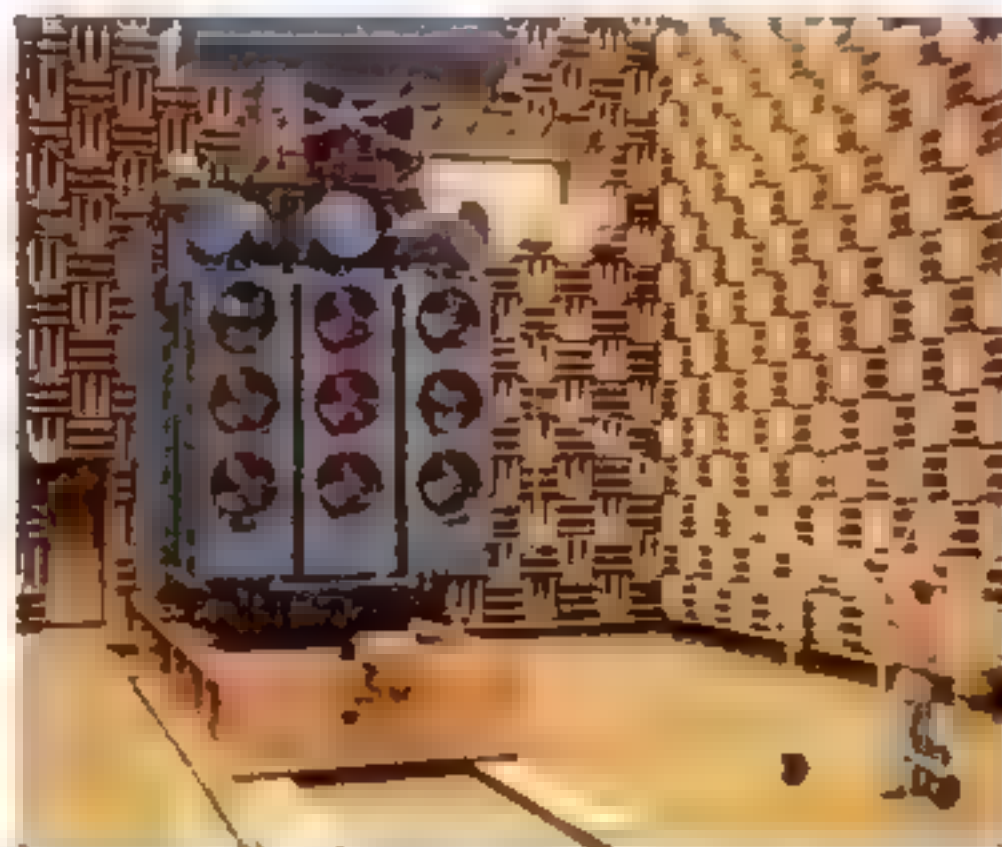


HOW PROGRESS HAS CUT LIGHTING COSTS is shown above. The first Edison lamps were only 16 candle-power, yet used 93 watts of electricity, which cost about 2 1/4 cents per hour. A modern fluorescent fixture with two 40-watt lamps uses approximately the same current and gives about 10 times the light—yet the cost is only 1/4 cent per hour, based on today's national average rate.

Engineering enterprise and financial daring make America strong



ENGINEERING PRECISION builds this rotor for a G-E steam turbine. Steam will spin it like a giant windmill to turn an electric generator big enough to supply a whole city.



\$1,500,000 SOUND LABORATORY is latest G-E tool to help build quieter transformers. Sound-proof walls virtually eliminate outside noise, so that engineers can track down the faintest sound in equipment being tested.



LARGE ELECTRIC MOTORS, like this one being built by General Electric, help industry make goods faster and cheaper. Electric power is one reason for America's high standard of living.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

NOW... a fabric
warm as toast,
light as a feather



ARROW *Country flannels*

THERE'S SOMETHING about a fine cotton flannel shirt that men find hard to resist

On this page you see just about the *finest* sport shirts ever made. The fabric is a lightweight, wonderfully soft, brushed cotton. It's colorfast, washable and labeled "Sanforized." The exclusive Arrow patterns come in a wide and exciting range of colors.

Add the comfortable *Arafold* Collar for a smoother, smarter appearance and—what more could you want? \$5.00

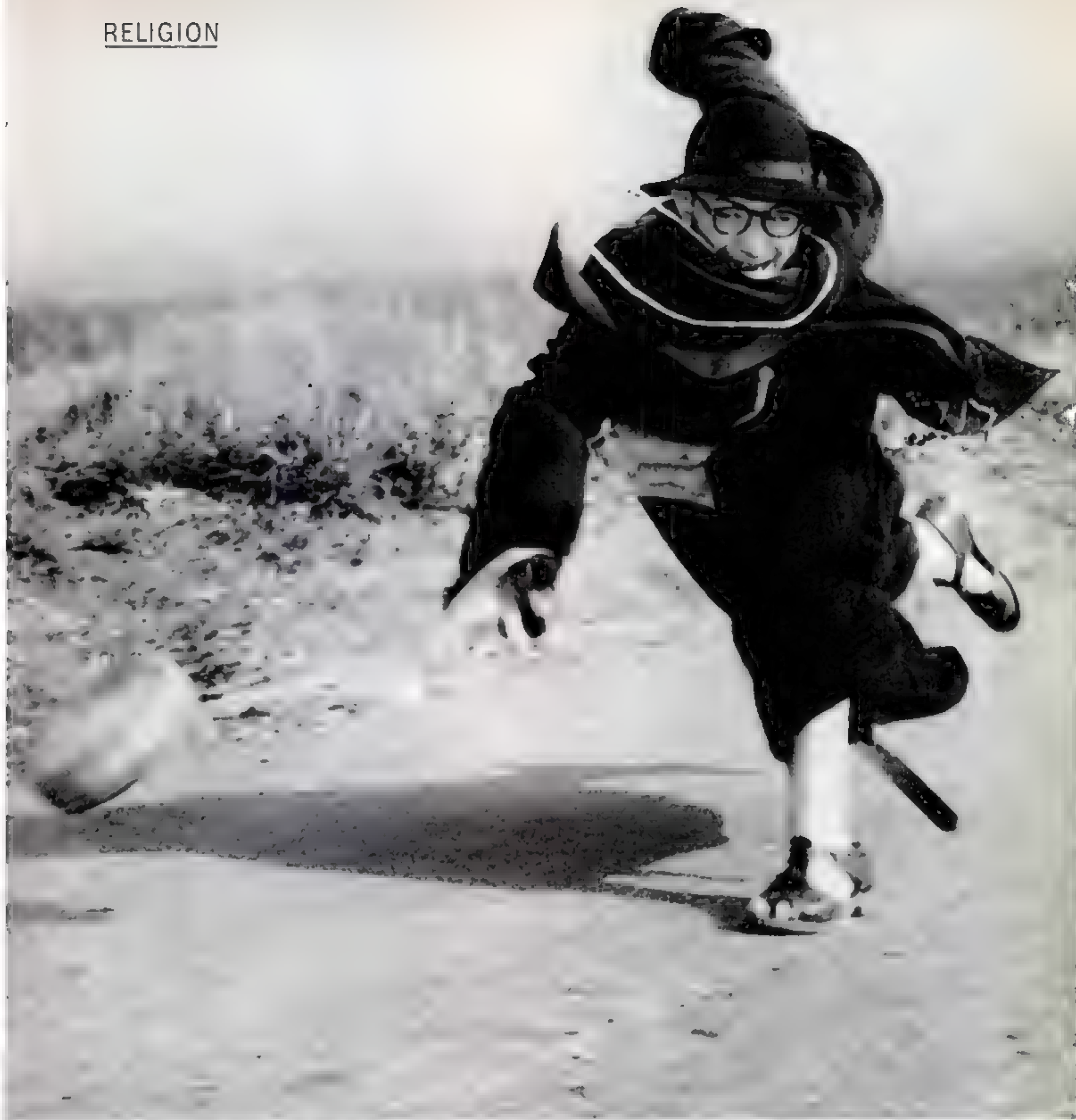


ARROW

CASUAL WEAR

by Cluett, Peabody & Co., Inc.





WITH A MIGHTY EFFORT BROTHER GIOVANNI HEAVES HIS "WHEEL," BUT HIS CONTROL IS OFF AND THE DISK LANDS ON ITS SIDE WITHOUT ROLLING VERY FAR

FUN FOR THE FRIARS OF CAPRAROLA

A Yo-yo-like game called 'Spinning Wheel' enlivens the austere regimen at a Carmelite monastery

Once a week the Discalced Carmelite Brothers of Caprarola near Rome are permitted to leave their austere life, which consists mostly of praying, studying, fasting and observing silence, to have 45 minutes of fun playing "Spinning Wheel." The game uses a large grooved wooden disk around which is wrapped a long, loose string. The rig resembles a

giant Yo-yo. The friar throws the disk like a bowling ball, holding on to the string to control the disk and give it a snap. Points are awarded according to the distance the disk rolls. Officially the game is played on a court, but the brothers, when out on walks, often take disks along, roll them down the road and then, robes flapping, scurry after them.



*he'll never
be four again...*
tape it and
keep it on a
WEBCOR

Capture precious memories like weddings, birthdays and reunions forever on the thrilling new Webcor 2130 Tape Recorder. What makes the Webcor 2130 3-speaker Recorder so terrific? The answer is TRUE high fidelity! The Webcor 2130 captures every sigh, whisper or word in absolutely faithful fidelity up to 12,000 cycles. The 3-speaker 2130 is really a professional recorder... priced for family use. For example, it has two recording heads and two powerful 4-pole motors for recording in both directions without bothersome reel turnover. And the simple, one-knob control gives you split-second record, playback and erase. Record your voice free, now, at your favorite music counter. Then choose from handsome handrubbed mahogany or blond table models or superb portable.
from \$239.50



Model 2131
3-Speaker
Table Model

The Webcor 2130 and 2131 record at 3 3/4 and 7 1/2 ips... up to two full hours on one reel. Special input and output permit recording or replay through external sound equipment.

All music sounds better on a
WEBCOR
Chicago 39, Illinois © 1964 Webcor
*Prices slightly higher west and subject to change.

Fun for Friars CONTINUED



PREPARING FOR ACTION, two of the friars wind the string around their wheels. The game was invented by Italian farmers, who used disks of cheese.



LETTING GO, Brother Paul (left) starts a perfect throw down the road, but Brother Giovanni, with his cowl flying in his face, makes a bad toss.



JOLLY FRIARS chortle over game before returning to their severe monastic rounds. Motto of order is *Servite Domino in Laetitia* ("Serve the Lord in Joy").

NATURE
IN HER OWN
SURE WAY
PUT THE FLAVOR
IN **P.A.**



*Mild,
Tasty*

PRINCE ALBERT

America's largest-selling smoking tobacco

AQUADATIC



SELF-WIND
for greater accuracy...
records the date automatically

Certified Waterproof* Man-of-action
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Shock-Dust Resistant. Anti-Magnetic.
Sold and serviced in 85 countries by
jeweler-craftsmen who honor the Nivada
Grenchen guarantee. \$65 F.T.P.

*As long as crystal is
intact, water impreg-

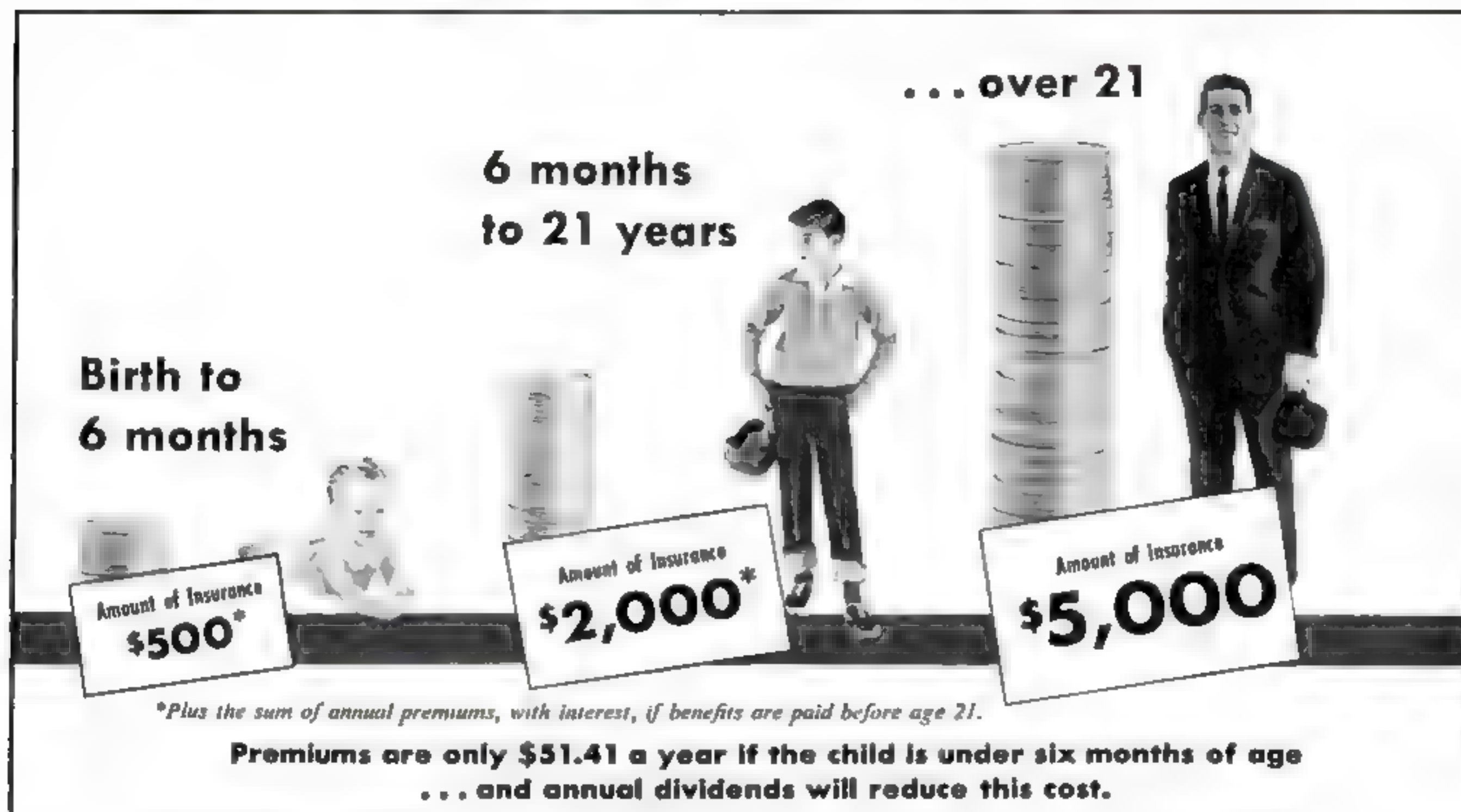
**CROTON
NIVADA GRENCHEN**

For name of your friendly neighbor—the jeweler, write:
Croton Nivada Grenchen, 404 Fourth Ave., N. Y., 16, N. Y.

This New **MONEY** Policy

grows up with your child

...at no increase in premium!



Here is a policy you can purchase for your child . . . or grandchild. It's called the **MONEY JUNIOR EXPANDER** Policy and it provides increasing amounts of life insurance as your child's age advances—but *without any increase in premium*.

Each unit of insurance you buy before your child is six months old jumps from more than \$500 to more than \$2,000 at age six months, and jumps again to \$5,000 at age 21.

It gives your youngster a wonderful, low-cost head start on the life insurance program he will need when he grows up—at small cost to you now, and to him later.

If he had to buy a similar \$5,000 life insurance policy at age 21, it would cost him nearly *twice as much a year* as this policy bought for him before he is a year old. Your foresight in starting this insurance for him will save him money all his life.

This policy is available to boys and girls, from birth to age 14. You may buy one or more units of it. The sooner you start it for your child, the lower the premiums will be.

CHECK THESE OTHER IMPORTANT ADVANTAGES OF THE **MONEY JUNIOR EXPANDER** POLICY:

It builds high cash values quickly, which are available if your child later needs cash for education, business opportunities or other purposes.

Up to age 21, it provides, unit for unit, at least twice the amount of insurance generally offered by other companies with policies of this kind.

No further premium payments are required after age 65. This policy has many other advantages and privileges for your child or grandchild. Send the coupon for *complete* information.

NOTE: Different policy provisions apply at the younger ages in New York State and Canada.

Give your child or grandchild the advantages of this unusual new **MONEY** policy. Mail the coupon today for complete information.



Mutual Of New York, Dept. L-104
Broadway at 55th Street, New York 19, N. Y.

I would like more information about your unusual **MONEY JUNIOR EXPANDER** Policy.

Name _____

Address _____

City _____ County _____ or Zone _____ State _____

Child's Age _____ Your Age _____



WEATHER BYAR FORECAST
ATOP OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing Rain
White flashing Snow

MUTUAL OF NEW YORK
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
"FIRST IN AMERICA"



REAL-LIFE ASSASSINS were (top) John Wilkes Booth who shot President Abraham Lincoln in 1865, Charles J. Guiteau who shot James A. Garfield in 1881, anarchist Leon Czolgosz who shot William McKinley in 1901. Psychopath Giuseppe Zangara (bottom) tried to shoot Roosevelt in 1933, missed but killed Chicago Mayor Cermak.



MOVIE ASSASSIN Frank Sinatra hovers menacingly over his telescope-sighted automatic rifle while awaiting the

momentary arrival at a small-town railway station (background) of his quarry, the president of the United States.

A TOUCHY THEME FOR FRANK

Songless Sinatra attempts to assassinate U.S. president in a violent movie

There have been six attempts on the lives of U.S. presidents. Three of them have succeeded and, as a result, presidential assassination has been one of the touchiest of all subjects for public discussion or reporting. Even photographs of the Secret Service men who are assigned to protect the chief executives are frowned on. Nevertheless it is precisely this tabooed theme that is the basis for a violent and exciting new movie recently released by United Artists called *Sudden!*.

In it Frank Sinatra, fresh from his noncrooning, dramatic success in *From Here to Eternity*, plays an

icy-blooded professional gunman who is hired for \$500,000 by some unnamed parties to kill the president. The killer and his two confederates descend on a small mountain town where the president is due shortly to arrive for a fishing trip. There they brutally take over the most suitably located house, and its luckless inhabitants, as a good vantage point from which marksman Sinatra, a World War II hero gone wrong, can draw a bead on his presidential target. How the plot is foiled not only makes *Sudden!* one of the season's grimmest little surprise hits but gives pause to any misguided like-minded plotters.

CONTINUED ON PAGE 137

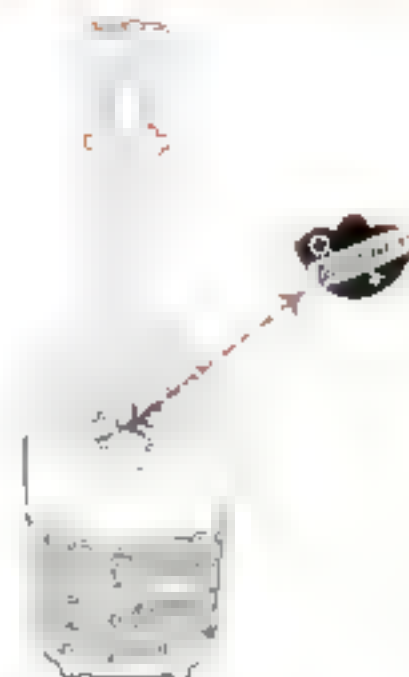


“THE GOLD-COASTER” a splendid new way to give **OLD FITZGERALD**

A gift beyond the commonplace . . . attesting your own good taste . . . not to be forgotten! The towering golden stopper seals in so rich a bouquet—the separate filigree coaster encircles a bourbon flavor so unique—that we dare to make this suggestion:

Before you give—or serve—the GOLD-COASTER, remove the labels, to reveal its full beauty as a permanent “keepsake” decanter. The character of the whiskey alone (made our costly sour mash way) is enough to identify it as Old Fitzgerald!

YOURS AT NO EXTRA COST over year-round fifth



Freshly roasted peanuts — crisp,
crunchy and double-coated with
Real milk chocolate

milk chocolate peanuts

Brach's

milk chocolate peanuts

Brach's

Enjoy Finest *Real* Chocolate

Brach's

A GREAT NAME IN CANDY





HISTORICAL PRECEDENT for movie killing of a presidential guard (bottom) is seen in 1901 drawing of McKinley assassination (top), showing anarchist as he shoots President through a handkerchief at exposition in Buffalo. McKinley, still conscious, said to guards, "Be easy with him, boys."



ASSASSIN'S END comes when Sinatra, his two henchmen killed, is outwitted, then shot from the floor by local sheriff whom he had held prisoner.

Re-Creates Living Sound in Your Home

SYLVANIA HIGH FIDELITY PHONOGRAPH



Features

REFLECTONE DOORS
SURROUND SOUND
3 SPEAKERS

Only
\$149⁹⁵*

Slightly Higher West and South

*Suggested retail price.
Base available at slight extra cost.

TRUE High Fidelity—at surprising low cost—now comes to you in this new Sylvania Phonograph. It's a miracle of tonal splendor. Sylvania's great new achievement—Surround Sound—fills the room like a living presence. Three speakers capture every nuance of tone—and the exclusive Reflectone Doors direct *all the music* to every listener in the room. Here is the ultimate in musical enjoyment for your home.

Reflectone Doors direct the sound from all three speakers to every listener in the room. No tonal subtlety is lost—the room is filled with living Surround Sound.

Hear a Demonstration at Your SYLVANIA DEALER

Sylvania Electric Products Inc. • RADIO • TELEVISION • LIGHTING • ELECTRONICS
Radio & Television Division, 234 Rana Street, Buffalo 7, N. Y.



NO SEAMS TO WORRY ABOUT!

SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY INC. • 330 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT LEADING STORES

The second of
two articles on
retarded children



ACCEPTANCE of the mentally handicapped in the community allows retarded 10-year-old Nancy Jacques to mingle unself-consciously among guests at Nassau County party.

A FUTURE FOR THE RETARDED

New approach returns them to the world and to useful lives

Photographed for LIFE by CORNELL CAPA

Every year the calamity of giving birth to a retarded child descends upon another 90,000 U.S. families, adding to the four million whose plight was described in LIFE last week ("Retarded Children," Oct. 18). Until recently these helpless victims were simply left to waste their lives away. Now plans are being put into effect which will give the coming generations of the mentally handicapped a chance to lead rewarding lives.

The plans aim at helping the retarded become self-sufficient and productive. In Nassau County, whose comprehensive plan was described last week, they are accepted in the community's daily life (*above*). In New York

City a sheltered workshop, set up by the local branch of the parents' National Association for Retarded Children, trains them to work effectively side by side. Under the guidance of special instructors a group of retarded young people who live at home come for six hours of regular daily work. The tasks are simple—putting metal tips on shoelaces or punching holes in leather key cases. The pay is low: none earns over \$7 a week. This small return is unimportant compared with the delight in getting any pay at all and the pleasure of companionship with fellow workers. Nearly half of them, previously thought beyond hope, expect to graduate to fulltime jobs in industry.



HAPPY PAYDAY nets delighted sheltered workshop employee \$3.95 for week's supervised work.

IN FRIENDLY EMBRACE (*right*) retarded workers sing in chorus during their noon hour break. →







IN HOMELIKE SETTING of cottage living room at Southbury Training School, the cottage "mother"

talks with a group of retarded boys while "father" (background) helps another boy write a letter home.

CHEERFUL PLACE LIKE HOME

Although community plans can help retarded children who live at home, institutions will always be needed to care for some children whose families cannot provide a home for them, or who will never be able to fend for themselves in the outside world.

For these, a model institution built by the state of Connecticut at Southbury has the intimate, cheerful atmosphere of a small community. Instead of being herded together in impersonal and overcrowded wards, the inmates of Southbury Training School, whose number has been kept down to 1,500, are lodged by small groups in comfortable cottages where they can enjoy an informal family life under

the constant care of cottage "parents." The children are never left to sit in neglected idleness but are kept busy by an able staff of teachers who have time to give each child plenty of attention. Boys and girls mix freely in a kindergarten where they learn to play together, and in other classes where they are taught the practical tasks of daily life. Older inmates—many of them are over 30—can have training for more than 50 different jobs. Most important of all for adjustment to life outside, self-respect and independence are fostered by the freedom to choose the clothes they want to wear, to pursue their own hobbies and to walk and play unguarded on Southbury's rolling acres.



CHEERFUL BEDROOM in a girls' cottage has dolls on beds. Girls slide on dusters to polish floor.

SUNNY CLASSROOM (right) has plenty of toys and patient teacher. Children may also play alone.





OPEN DOOR POLICY permits girls and boys to mix in class and at play and to come and go almost as they please.



SHOPPING PRACTICE with real groceries and token money, gives most children some trouble counting change.



BUDDY SYSTEM pairs swimmers. When the pairs lift hands, teacher can quickly tell if any boys are missing.



IN THE BAKERY which does bread for Southbury, Robert learns trade he will practice after he leaves. Under guidance of the institution's baker, Robert

(center) scatters flour over the kneading table on which lumps of dough, cut and weighed by other boys (left), are shaped into round loaves for baking.



SHY FAREWELL is taken by Robert of Dr. Wesley White, Southbury's education director, who suggested that Robert should keep in touch with the school.

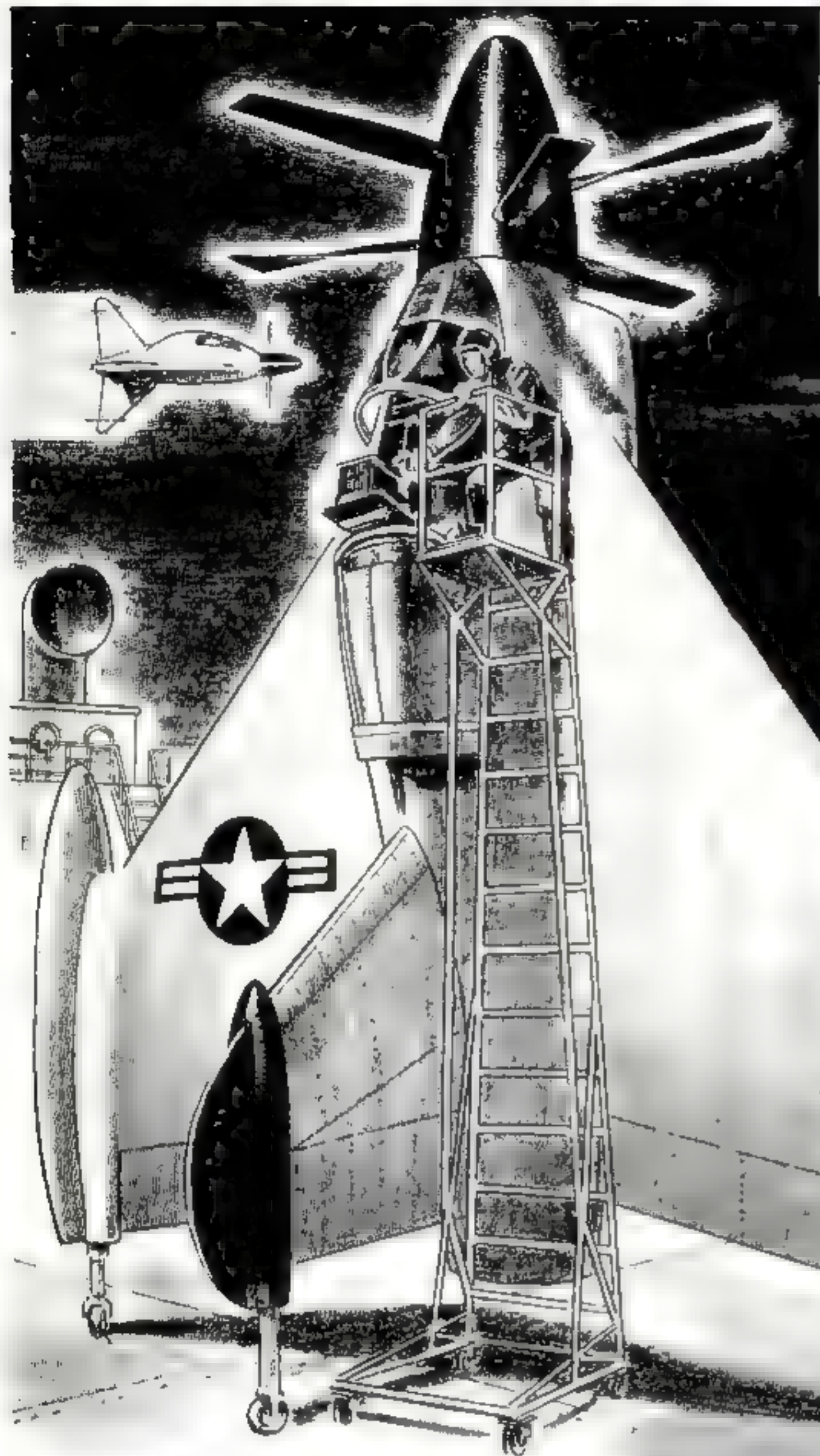
A BOY'S FIRST STEPS TO A FRESH START

Robert was 11 when he came to Southbury, a retarded child from a broken home. There he found security and learned a trade in the bakery (above). Last summer, seven years later, Robert was ready to go back into the world and to a job as a baker's assistant. Wearing a new suit of clothes the school had given him, he left the refuge of his childhood for his brother's apartment in Waterbury, Conn. Walking into his new home he stooped, picked up his little 18-month-old nephew Kenneth and gave him a loving hug (right). His spontaneous expression of love was a touching return for years of devoted care he had been given and a sign that the mental barriers which once isolated him from the world were down at last.



INTO THE WORLD and on his way to his brother's home, Robert, carrying suitcase, walks with Southbury's social service director who helped him find a job.

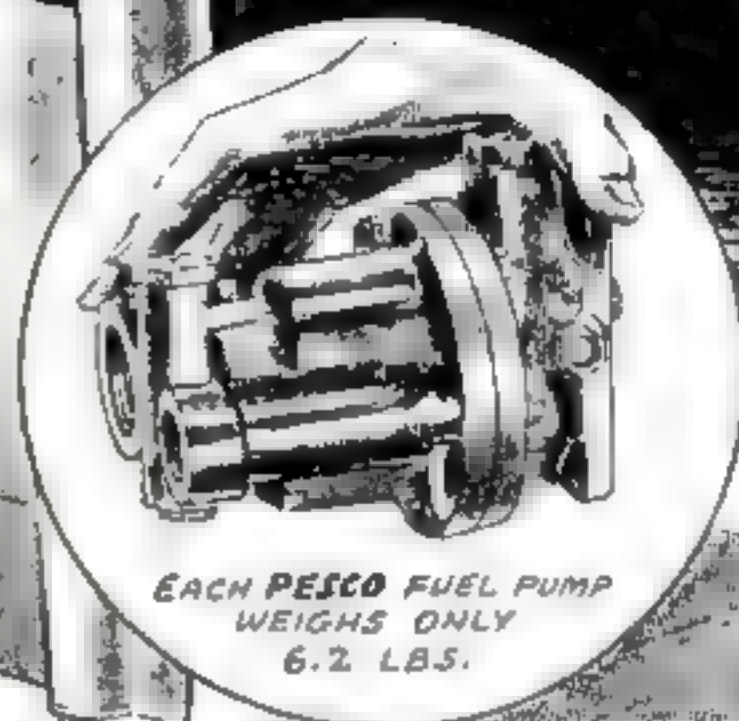




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USING LESS HEAT!**

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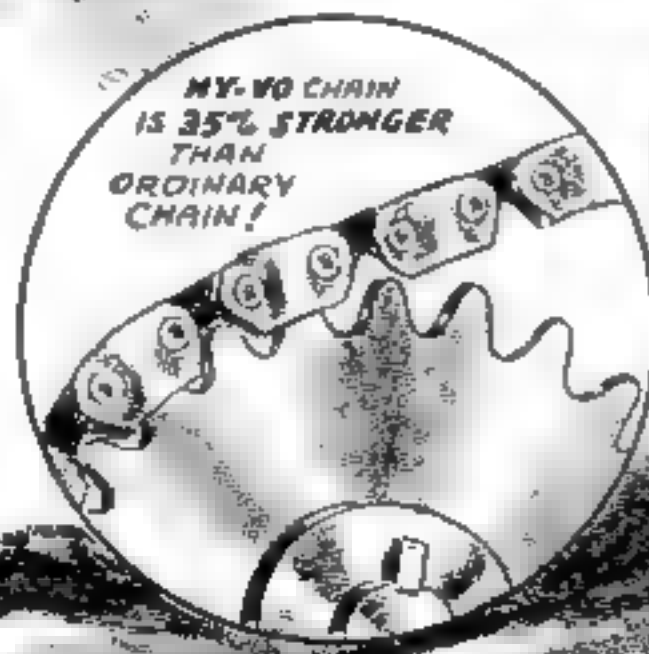
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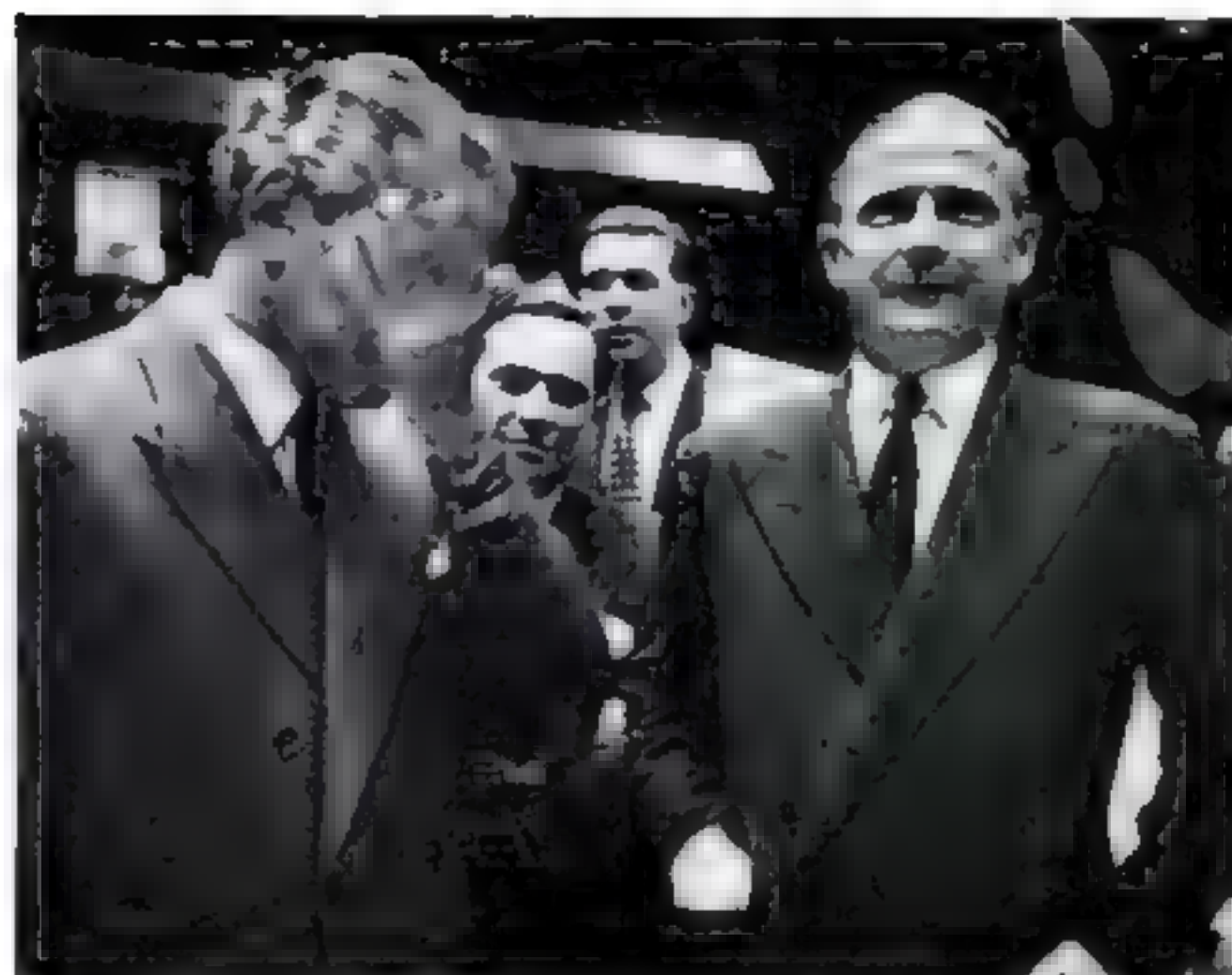


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AT U.N. MENON WAITS CHEERILY FOR TURN TO SPEAK, MUSES OVER REMARK BY BRITAIN'S LLOYD, THEN TAKES PLATFORM TO TEAR INTO WESTERN POLICIES

MOUTHPIECE EXTRAORDINARY AND TROUBLEMAKER PLENIPOTENTIARY

As India's U.N. delegate and Nehru's intimate, Krishna Menon plagues the West, comforts the Reds

by ALEXANDER CAMPBELL, TIME-LIFE Correspondent in India

HE makes his entrances with a flourish that John Barrymore might have envied: the cane wielded with a practiced hand, the eyes hot in his dark, saturnine face, the long, lank hair carelessly framing his tall forehead. When he smiles, his teeth flash brilliantly white. His long-fingered hands move constantly and expressively. His words are precise and British-tinged and when he utters them in the great hall of the United Nations' General Assembly, V. K. Krishna Menon, India's chief delegate to the U.N., is acutely aware of the effect each one has.

Menon may seem to be a ham—and he is. But as principal spokesman for Pandit Nehru, whose government has become a plague to U.S. foreign policy not only in Asia but everywhere the cold war heats up, Menon has assumed a starring role as troublemaker in international diplomacy. Whether Menon guides Nehru's thinking or is merely, as he has himself said, "Nehru's mouthpiece," the effect is the same.

After the Communist take-over of the Chinese mainland, India was among the first countries to recognize Peking. Ever since, Menon has agitated steadily for Red China's admission to the U.N. and the expulsion of Nationalist Taiwan. He has explained "present developments in China" as "a logical continuation of earlier revolutions." He has excused Communist police-state methods with glib irrelevance: "Why are we so concerned about forced labor? Under British rule in India there was forced labor."

Menon's contributions to the U.N. effort in Korea included the charge that U.S. Air Force bombing had sabotaged a Menon truce proposal, an astounding accusation in view of the fact that the U.S. had already accepted the proposal while Russia had already rejected it. Asked about Communist allegations of allied atrocities toward prisoners of war, Menon blandly said that it was "not for me to deny" the charges.

His seeming fixation with the bogey of "Western imperialism," 19th Century style, and his seeming blindness toward Communist imperialism, 20th Century style, was revealed in his oversimplified version of the objective of the Geneva conference last spring. Completely ignoring the prospect of more than 12 million people falling under Red despotism, he said, "The whole purpose is to see the end of imperialism, that is to say, to get the French out of Indochina. . . ."

When the conference showed signs of breaking down, Menon himself dashed to Switzerland to play a role that baffled correspondents

and irritated many diplomats, including some from India. On arrival he announced, "I am only an old fool, here just as a bystander; of course, if people want to consult me, that will be very nice." Without waiting for anyone to consult him, he hustled about and was soon obtaining audiences with Anthony Eden, Walter Bedell Smith, Molotov, Chou En-lai and Mendès-France.

No one, including Menon, has ever clearly summed up his contribution to the cease-fire in Indochina. Because it is immensely profitable for the Communists to encourage Menon and Nehru in their self-chosen roles as world moderators and peacemakers, they paid Menon every deference at Geneva and were careful to build up his notion that he was getting new concessions out of them. The Communists make no bones about Menon's usefulness to them as a troublemaker. "Geneva is making obvious the gulf between Britain and the United States," explained the pro-Communist Indian paper *Blitz*. "There is no doubt that India has played a considerable role in this process."

In recent months Menon has denounced U.S. nuclear weapons tests in the Marshall Islands and the newly formed SEATO, which he has characterized as "an organization of imperialist powers."

An East Berlin echo

THEN he temporarily veered off to collide with U.S. policy in Europe. On Oct. 6, at noon New York time, Soviet Foreign Minister Molotov arose in East Berlin to fire his first torpedo at the West's newly completed London agreement by urging "reunification of Germany." At 3 p.m. that same day in New York Krishna Menon arose in the U.N. to catalog his own and his country's current foreign affairs grievances. First on the list: Germany. Menon's recommendation: since the two German governments ". . . have the support of their own people . . ." why didn't they just get together and talk things out?

Menon's vague proposal for an all-German *Kaffeeklatsch* and Molotov's equally vague gesture toward reunification hit the next morning's newspapers in cozily adjoining columns. Menon hastily called a press conference to announce, "I had no idea of the speech in Berlin," and expressed aggrieved surprise that anyone should couple his actions with Molotov's. But the effect was unmistakable: a propaganda gain for Communist Russia.

Even among his fellow Indian diplomats Menon has thrown his weight around disruptively, particularly in his attempts to belittle

Nehru's sister, Mme. Pandit. His latest defiance of her occurred last month when he insisted on discomfiting Mme. Pandit, then serving as General Assembly president, with polite but pointed disagreement on her handling of a U.S. motion to defer the question of Red China's admission. Before this he had systematically bypassed her in reporting to Nehru in New Delhi. For it is Nehru alone whom Menon acknowledges as his boss, and it has been Nehru alone who has pushed him in 10 years from the role of an obscure London agitator to that of India's loudest and most influential spokesman abroad.

Menon's friendship with Nehru goes back over 20 years to the days when Nehru was a frequently jailed nationalist and Menon was pleading India's cause from soap boxes in London's Hyde Park. Today, on his flying visits to India, Menon always spends long hours with Nehru. When Nehru visited Ceylon for the Colombo conference in May, he and Menon shared a house. During the Geneva conference an Indian diplomat came back to New Delhi to brief Nehru on what was happening. Nehru waved an impatient hand: "Never mind all that now; tell me—how is Krishna?"

The strongest bond between the two men is their common 30-year battle against British rule in India and it is this experience that conditions most of their emotional and political reflexes. Some Indians say that Menon exercises a moderating influence on Nehru. Last August in New Delhi, Menon warned, "It is a great mistake to think that in the United States everyone is against us. . . . We would be throwing the baby out with the bath water if in the process of criticism we created a degree of antagonism which we cannot bridge." It was perhaps typical that Menon should make such a mollifying remark in India rather than in the U.S. because whatever role he is playing it is seldom a straightforward one, which is probably why appraisals of the man vary so widely.

Indians have compared him both with the saint of Indian nationalism, Mahatma Gandhi, and with Mephistopheles. Seen face to face, Menon seems to justify both comparisons. In his emaciated (5 feet 11 inches, 131 pounds) frame and burning eyes are some of the taut dedication of an Indian ascetic. In his self-consciously histrionic manner and speech are both the dedication of the mystic and the slick opportunism of a politician on the make.

While on official business Menon affects the precise Savile Row suits of the top-drawer British Commonwealth diplomat. On his visits to India, Menon sometimes dons the white, collarless *jubbah* usually worn by Nehru, and in this garb he has been described by an unkind reporter as "looking like Boris Karloff playing John the Baptist." In his usually Spartan quarters he eats some vegetarian snack when some member of his entourage reminds him to, never drinks or smokes, and sleeps as little as nature allows.

Tea, soup and ulcers

NO matter how small the audience, Menon seems always prepared to go into an act. In Geneva this summer he entered his hotel suite one day and, with a whoosh of relief, began to rip off his immaculate English clothes. Off came the Savile Row coat; off came the black silk tie. The highly polished London-made shoes were kicked into opposite corners of the room. Then Menon sat down to chat with friends. Presently his secretary discreetly reminded him that in a few minutes he was due to lunch with Eden. Menon started to dress but could find only one shoe. While everybody poked and peered under chairs and divans, Menon, with one shoe on, angrily thumped the carpet with his omnipresent walking stick. Finally the missing shoe was located and Menon departed, still fuming.

Afterward a friend asked why he had not simply called for a fresh pair of shoes. His affability restored, Menon explained with a deep laugh, "One pair is all I possess."

Menon has been known to arrive at a dinner party carrying a can of tomato soup which he asks his hostess to warm up for him. This pattern is partly a legacy of his 20 years of grinding poverty as an agitator for Indian freedom in London, when he lived mainly on tea. He remains a fabulous tea drinker, gulping down as many as 30 cups a day. Not surprisingly, he suffers from stomach ulcers.

Matriarchy and mysticism

WHEN Menon enters a room," an Indian acquaintance says, "tension enters too"—an odd comment on a man who claims that his primary aim in diplomatic life is "the lowering of tensions." Menon's volcanic temper is a trait shared, though in milder degree, by Nehru, who when annoyed has been known to throw inkwells at his aides. A man who knows Menon well describes him as a "bundle of bare nerves" which he steadily aggravates with overwork and late nights.

Menon's subordinates fear him, his equals resent him and interviewers have on occasion simply walked out on him when, provoked by a question, he began to shout and pummel the table. His lack of tact seems as deliberate as it is shortsighted. This year in New Delhi,

before taking off on a South American tour, Menon remarked to a South American diplomat, "Of course you have so many revolutions down there that I expect all the heads of states I shall see will be out of office a week afterward." The news sped straight to Latin America. To salvage the trip Menon had to call personally with apologies at the various embassies concerned.

Some of Menon's passionate and mercurial nature may perhaps be traced to two predominant feminine influences on his boyhood and young manhood: that of the unique matriarchal society into which he was born and that of an eccentric British mystic named Annie Besant.

Vengalil Krishnan Krishna Menon was born in 1897 in the city of Calicut in the south Indian district of Malabar. His father was a leading lawyer in the district and liked calling himself "a son of the senior prince of Katathanad." In Malabar as in many Indian states such titles abound, but Malabar coast society has one unique feature: under its *marumakkathyan*, or matriarchal system, male bearers of

the family name do not count for much. Family property is inherited, owned and managed by the senior female member and descent is reckoned through the female line. Men who can stand domination by platoons of grandmothers, aunts and sisters can lead a relatively cushy existence. Those who cannot sometimes get out, and quite a few of the latter have achieved notable status in Indian and world affairs, perhaps through the skill and patience developed in arguing with so many female relatives.

The grandfather of the novelist William Makepeace Thackeray, who visited Malabar in 1807, described the local matrimonial setup as a fruitful source of forgery, perjury and litigation and noted that the women-ruled men of Malabar were often "averse to wedlock." The latter has apparently always been Krishna Menon's sentiment, although his eye seldom misses handsome women and they in turn tend to be attracted by his avian intensity. His only serious romantic attachment seems to have been one with an Englishwoman many years ago, which he is said to have broken off because of his single-minded dedication to his political mission.

In his 20s Menon, like many other young Indian intellectuals, fell under the influence of Mrs. Annie Besant, an English lady who had arrived in India in 1895 bearing the religious message of theosophy—a fairly colorful blend of spiritualism, Hinduism and Buddhism—and the political theories of Fabian Socialism.

Mrs. Besant's gaudy political and religious activities attracted scores of Indian nationalists, who in 1916 made her president of the Home Rule for India League. Among the adherents was young



MENON AND MENTOR Nehru confer in New Delhi, where the two spend long hours together during Menon's visits. He usually stays in Nehru's house.

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MENON AND MENDES-FRANCE part after Geneva where Menon, although without official status, held many conferences with French premier.

MENON CONTINUED

Krishna Menon. Soon his family heard about it and cut off his allowance. Menon broke with his family and continued living at Mrs. Besant's Adyar University where he lectured and helped edit her paper *New India*. When Mrs. Besant discovered that Menon's family had cut him off—a fact that he had managed to conceal from her for nearly a year—she insisted on paying him a living allowance.

It was Mrs. Besant too who paid Menon's passage to England, where he went at the age of 27, intending to stay six months. He taught history for a year at a private school, and then in a tremendous five-year grind took a teacher's diploma, a B.S. degree with first honors at the London School of Economics and an M.A. with honors at London University. In 1934 he topped all this off with an M.Sc. in political science at the London School of Economics under Professor Harold Laski and was admitted to the Middle Temple to practice as a barrister.

Briefs were few so Menon eked out a living by writing articles on India's struggle for freedom for left-wing journals. In 1929 he became secretary of the India League. He lived in a furnished room in the seedy district of Camden Town but spent most of his time in the League's dusty office. Friends who mounted the dark wooden stairs usually found him sitting by an old gas ring on which simmered a constantly replenished brown teapot.

In 1934 Menon joined the Labor party and before long had recruited 100 Labor M.P.s into the League. He often harangued crowds in Hyde Park, telling them that through socialism the British workers and the Indian masses could achieve their freedom from the capitalists and imperialists who held them both in bondage.

The bond with Nehru

MENON met Nehru in 1935 when Menon was working as an editor and Nehru arrived in London seeking an English publisher for his works. They found that they not only had the same political convictions but a theosophic tie as well. Between the ages of 11 and 13 Nehru had had a theosophist tutor and had been initiated into the cult by Mrs. Besant personally.

Menon introduced Nehru to such leading Laborites as Laski, George Lansbury and Stafford Cripps. Later Nehru and Menon saw the Spanish Civil War at first hand. They spent five days together in Barcelona watching the bombs fall and agreed that socialism was the only answer to fascism. While Nehru returned to India and to jail, Menon continued preaching socialism to the British.

Of this period in his life Menon says frankly, "I was an agitator but the British did not put me in prison because they believe in freedom of speech." In the late 1930s Menon became the prospective Labor M.P. candidate for the Scottish jute town of Dundee, since in Britain any subject of the Crown from any part of the world may seek such an office. But there was a growing strain on Menon's relations with the Labor party. Falling in with Communist "United Front" tactics, he appeared on platforms with

CONTINUED ON PAGE 152

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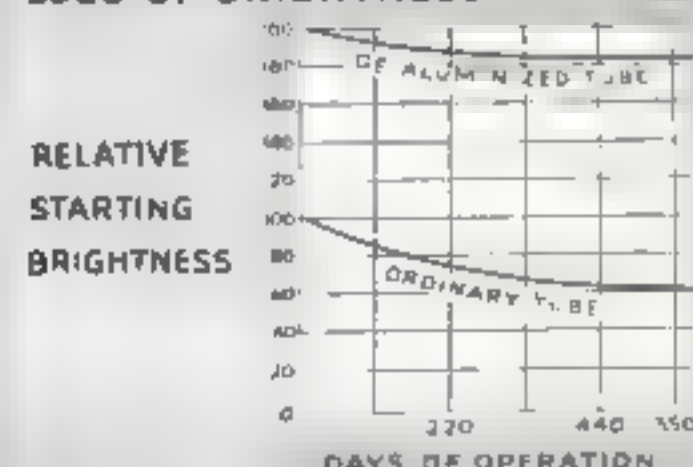


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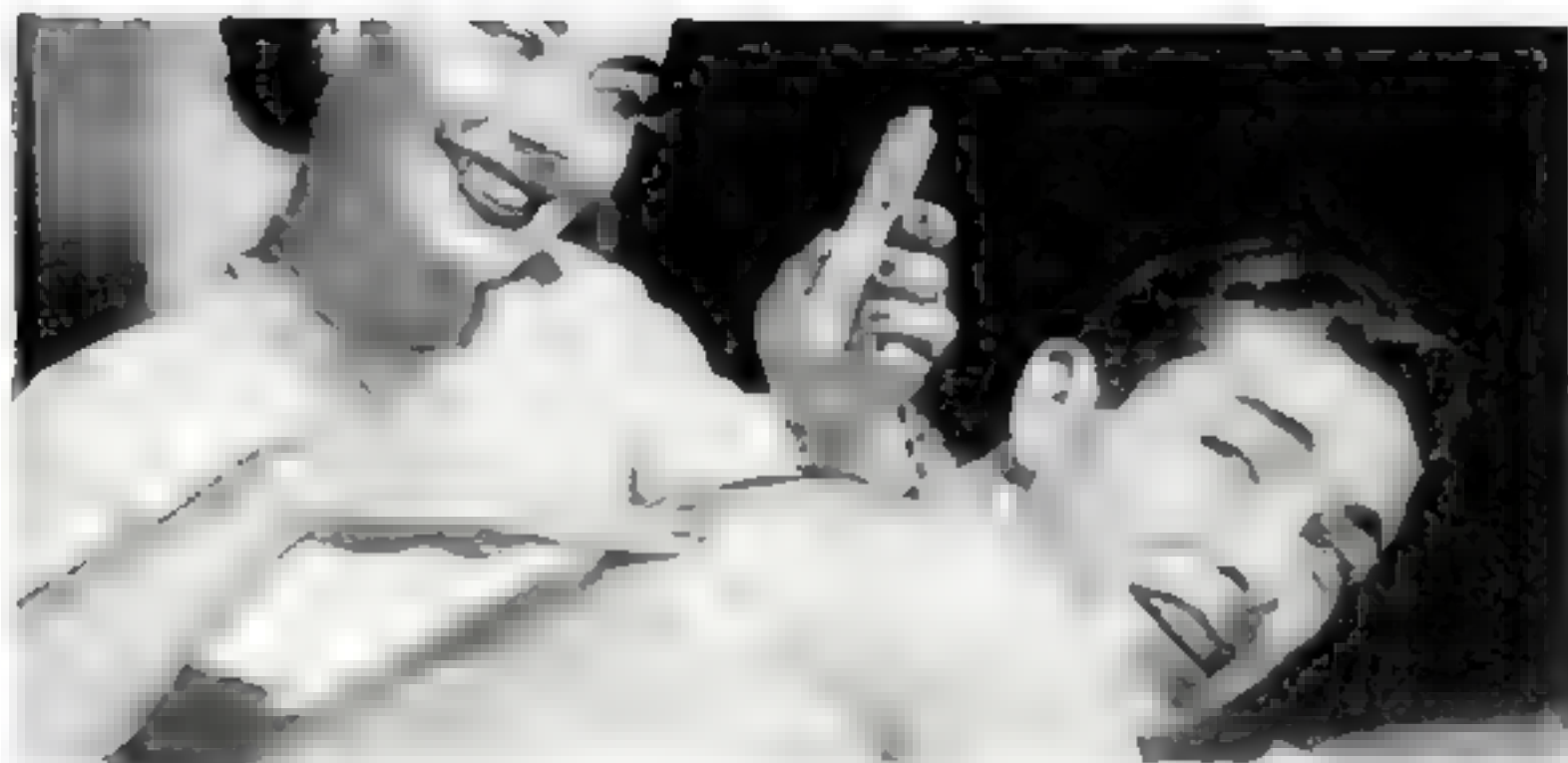
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MENON CONTINUED

Communists. Leading Communists, in turn, joined the India League's executive committee. Menon explained that he would accept support from anyone who supported the cause of India's freedom, which also did include Methodists and Quakers. In 1939, when all British parties closed ranks in the war against Hitler, Menon, like the Communists, condemned the war as "an imperialist struggle." When he was asked if he could really see no choice between British or Nazi rule of India, he retorted, "You might as well ask a fish if it prefers to be fried in butter or margarine." The British naturally disagreed, but Menon, like Nehru, hammered the point that if Britain were really fighting for "freedom," she should prove it by immediately setting India free.

Agitation despite air raids

AFTER Germany attacked Russia in 1941, Menon and Nehru became more worried by "the Hitlerite menace" but continued to insist that under India's colonial status, Indian aid to Britain was aid to imperialism. In that year Menon and the Labor party broke completely, though Menon remained a councilor of the London borough of St. Pancras, which includes Camden Town, and was one of the three members of that badly bombed area's "wartime authority." Last year St. Pancras made Menon an Honorary Freeman of the Borough, a distinction which the late George Bernard Shaw also enjoyed.

Menon did not let the war interfere with his agitation. It was difficult in those years to get permission to hold political meetings, but Menon would importune his acquaintances among the accredited diplomatic corps to front for him in obtaining a permit for a hall. On one occasion he imperiously specified a hall that would hold 200. His skeptical diplomat friend voiced his doubt that more than 35 would voluntarily submit themselves to the two-hour harangues that Menon was accustomed to deliver. Menon finally settled for a hall that would seat 50 and cajoled the skeptic to attend. The audience numbered 28.

In those days Menon wore his hair longer than he does today and hopefully cultivated the appearance of a wild-haired and wild-eyed prophet. A walking stick was always in his hand and he usually leaned on it heavily, though he was not known to have any infirmity of the legs.

In 1945 Menon was taken back into the Labor party and in the same year Labor came to power. The next year Nehru formed an interim government of India with Clement Attlee's promise of immediate and complete independence.

Frugal living, lavish spending

NEHRU had not forgotten his old friend. He sent Menon as his personal representative on a tour of European countries, and in October Menon turned up at the United Nations as alternate Indian delegate. At Trusteeship Council meetings he militantly championed the cause of colonial peoples. In August 1947 Nehru appointed him India's first High Commissioner in London, top Indian representative with the British government.

As High Commissioner, Menon kept his furnished room in Camden Town, refusing to occupy the Indian High Commissioner's official residence in Kensington Palace Gardens, which Londoners call "Millionaires' Row." Nor would he accept the High Commissioner's salary of \$8,500, though he agreed to take a small living allowance. He turned two of the rooms in India House into a workplace, where he sometimes spent 18 hours a day. Nehru insisted on providing him with a Rolls-Royce but Menon always had his chauffeur drop him off a block from his Camden Town rooming house so that his neighbors would not connect him with such opulence.

"Entertainment," said the Indian paper *Tribune* when Menon quit the High Commissioner's post in 1952, "has been one of the highlights of his administration. . . . His talk was as hot and spicy as the curry he served his guests." The entertainment apparently paid off. British Tories as well as old socialist friends flocked to Menon's parties and agreed that Menon had done as much as any man to persuade Nehru that India should remain closely associated with the British Commonwealth.

There was, however, a good deal less applause back home in India. Menon's London staff had banded up to nearly 2,000. The auditor general in New Delhi began poking inquisitively into an India House transaction involving 4,275 cases of whisky. Another deal concerning 2,000 secondhand jeeps provoked further rumblings. According to the auditor's subsequent report, Menon had also trustingly advanced \$47,600 to a firm with only \$5.60 capital to acquire

CONTINUED ON PAGE 159



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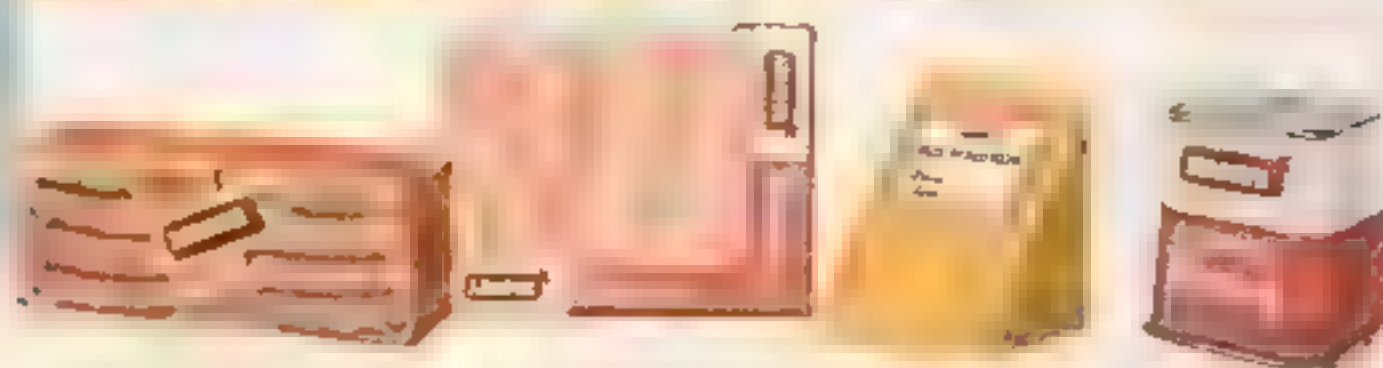
It's a pity you can't bite into one of the plump, elegant-looking franks in this picture. It wouldn't take you two seconds to discover the reason for Armour Star Franks' country-wide popularity. They're chock full of the best-tasting meats you could put into a frank - pure, lean beef and sweet, fresh pork! And they're made in an Armour Kitchen near you, rushed to your store before they can lose their fresh-made goodness. Get Armour Star Franks soon, won't you? Try teaming them with crisp-crust French bread like we've done in the bountiful party basketful below. Mmmmm! Better fix plenty!



You know it's good!



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the world's great guarantees!





BRIEF TRUCE in old Menon feud with Nehru's sister, Mme. Pandit, took place at U.N. recently. Her influence with Nehru constantly peeves Menon.

MENON CONTINUED

premises that were never built. Though Nehru valiantly defended him, no one in New Delhi was much surprised when, amid a final burst of cocktail party splendor, Menon left the London post in July 1952.

But Nehru had another job for him almost at once, sending him in the fall of 1952 to the U.N. as deputy chief of the Indian delegation. There Menon's tenure was begun almost at once by controversy, this time with Mme. Pandit, Nehru's sister, who was serving as chief Indian delegate. Their feud was not a new one. When Mme. Pandit had previously visited London, Menon as Indian High Commissioner had issued her a curt order: "You will not give interviews to the press unless I or one of my staff is present. I am ambassador here, not you." Her relationship to Panditji tempered Menon's arrogance not one whit. At the U.N. he denied her access to the reports he was sending Nehru. She protested to her brother but Nehru paid no heed. Menon, on the other hand, pouted and sulked whenever Mme. Pandit received favorable publicity or even gifts from well-wishers.

As leader of the Indian U.N. delegation this session, Menon is said to have carefully weeded out all who might oppose his views and also to have stuffed the supervisory commissions in Indochina, established under the Geneva treaty, with his favorites. Mme. Pandit will become the new High Commissioner in London in November, and New Delhi circles will be watching with interest subsequent relations between her, her brother and Menon.

Efforts to find out just how Menon influences Nehru and Nehru influences Menon, and just what is their basic ideological common ground, have taxed the analytical powers of many British and Indians who know both men.

A Briton declares, "Menon was far to the left before independence and his appointment as High Commissioner horrified the British government. But Menon did much to keep India in the Commonwealth, and the British find no fault with him there." This observer indeed believes that Menon exerts a moderating influence on Nehru. "If Menon were removed," he says, "Nehru's foreign policy would not change; while Menon stays, there is just a chance he may persuade Nehru to become less anti-American."

An Indian who is critical of Menon nevertheless points out, "Indians just don't believe that Russia and China have designs on Asia. Indians are at present anti-American specifically because of America's military aid to Pakistan, which is regarded as arming 'Islamic fanatics' against India, and on more general grounds

CONTINUED ON NEXT PAGE

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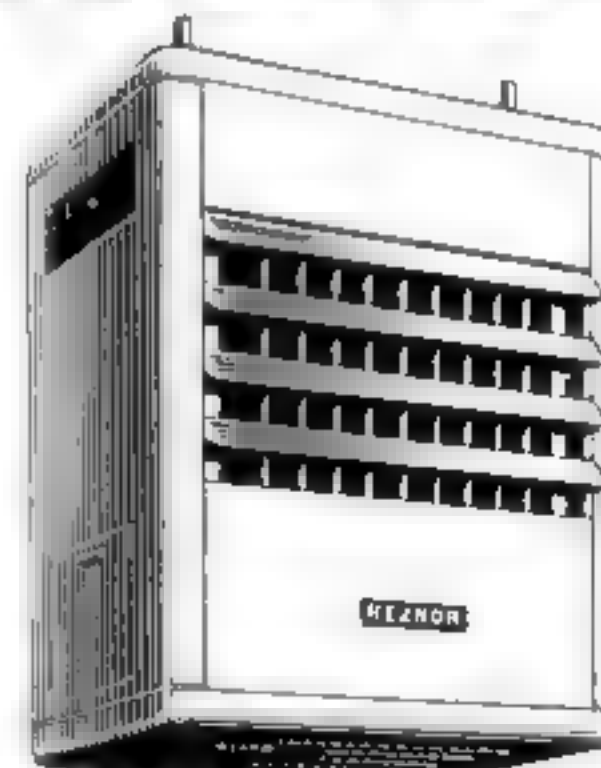


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FAST FOOTWORK put Menon third in 100-yard dash at 1933 outing for Indians in London. Menon avoids food and sleep, abhors liquor and tobacco.

MENON CONTINUED

because they feel that America favors feudalism and autocracy—Thailand and Syngman Rhee—against the forces of true democracy in Asia. Of course they realize that China is not a democracy; but the Chinese are Asians."

A reporter who talked with Krishna Menon recently was treated to a flashing combination of self-defensive nationalism where India was concerned and bland, magnanimous internationalism when the topic was Communism.

Supposing, asked the reporter, that such knotty problems as that of Germany, for instance, and even of atomic armaments, were solved to everyone's satisfaction. Would not Communist fifth column activities against other governments remain to plague the peace of the world?

Menon insisted that Communism must be treated as "any other indigenous political movement," righteously adding that "in a free country, such as India, every party must be allowed to express the will of the people." (In actual fact Nehru harries the Indian Communist party and fights it brutally when occasion offers.)

The reporter asked if Menon believed that the considerable Communist successes in such Indian states as Travancore-Cochin were entirely due to "an indigenous political movement"? Menon insisted that he did.

But did not Mr. Menon believe that there *was* a thing that might be called "world psychological warfare" going on and that its most notable practitioners were the Communists?

"Ah," parried Menon. "But you people are practitioners too. There are 7,000 Americans in India and only 200 Russians."

Confronted with the question of what his reaction would be if there were absolute proof that one power was attempting to subvert another's government—and Menon would deal with the topic only on a hypothetical basis—he conceded that "if national sovereignty is infringed, the infringement must be resisted." But the only way to resist such infringement, he said, is to "create national self-respect within a country. Alliances and armaments are useless." The U.S., he said, is futilely trying to maintain a "legitimist" status quo around the world such as that attempted by Britain and other powers after the Congress of Vienna.

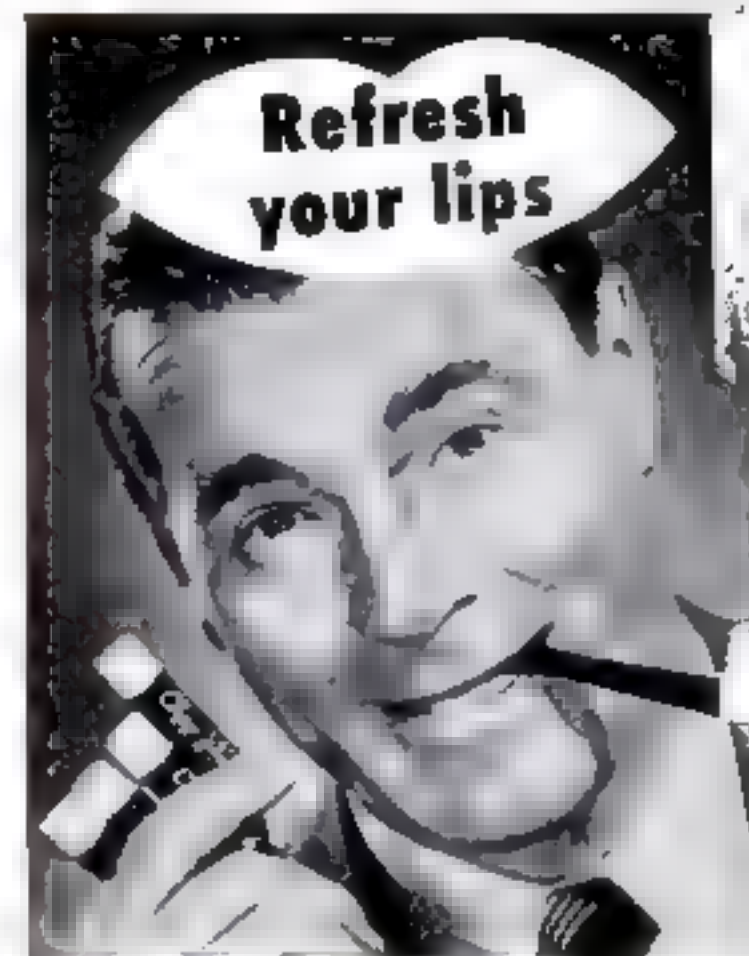
The reporter tried another ideological tack. He mentioned Gandhi, and suggested that, because of the spiritual principles of Gandhi in which Indian nationalism is rooted, it seemed that India should be the most basically anti-Communist of any Asian nation.

"Ah," said Menon wearily, "you people must always be 'anti' something or other. Gandhi was never 'anti' anything. You Americans must always have everything in black and white. You must make everyone sign on the dotted line. India will never sign on the dotted line."

Menon's talk bristled with "Western imperialism" and "self-determination" but "Communist imperialism" was apparently a concept unknown to him.

After Geneva, Menon was asked what would now happen if there were "internal revolutions" in Asia which one set of powers

CONTINUED ON PAGE 111



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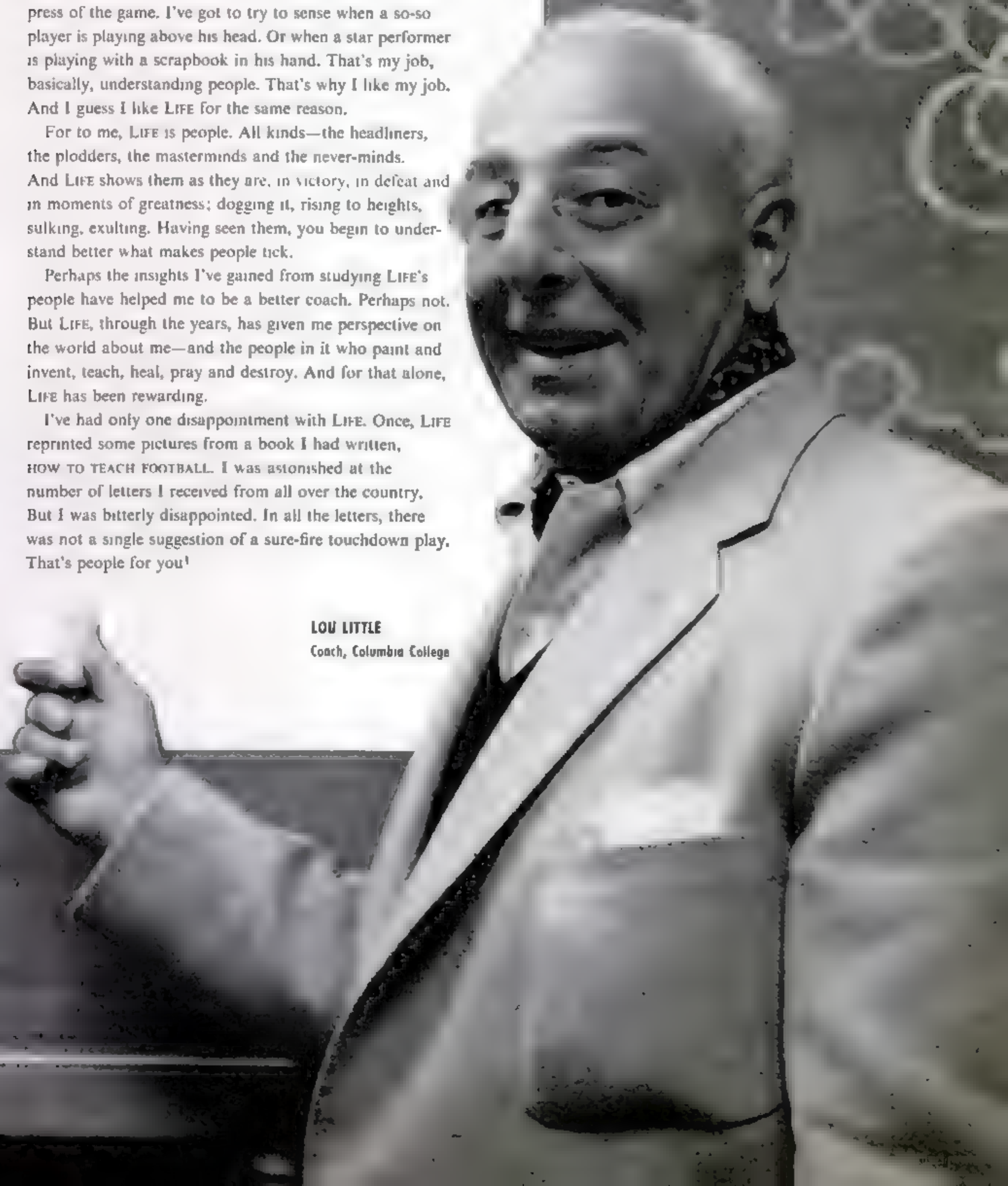
I've got to understand why a glue-fingered nineteen-year old can suddenly start dropping touchdown passes in the end-zone. Or why a brilliant "straight A" student can blithely forget the simplest blocking assignments in the press of the game. I've got to try to sense when a so-so player is playing above his head. Or when a star performer is playing with a scrapbook in his hand. That's my job, basically, understanding people. That's why I like my job. And I guess I like LIFE for the same reason.

For to me, LIFE is people. All kinds—the headliners, the plodders, the masterminds and the never-minds. And LIFE shows them as they are, in victory, in defeat and in moments of greatness; dogging it, rising to heights, sulking, exulting. Having seen them, you begin to understand better what makes people tick.

Perhaps the insights I've gained from studying LIFE's people have helped me to be a better coach. Perhaps not. But LIFE, through the years, has given me perspective on the world about me—and the people in it who paint and invent, teach, heal, pray and destroy. And for that alone, LIFE has been rewarding.

I've had only one disappointment with LIFE. Once, LIFE reprinted some pictures from a book I had written, *HOW TO TEACH FOOTBALL*. I was astonished at the number of letters I received from all over the country. But I was bitterly disappointed. In all the letters, there was not a single suggestion of a sure-fire touchdown play. That's people for you!

LOU LITTLE
Coach, Columbia College



considered to be aggression and the other set did not. Menon replied severely, "We have got . . . to let internal developments take their course."

An Indian critic commented, "After the fall of Czechoslovakia the West stopped aggression in Europe through NATO. But the equivalent for Asia, SEATO, is blocked by Nehru, advised by Menon. Perhaps one day Nehru will have his eyes opened—but when? After the fall of Thailand? Of Burma? Of both? Perhaps not even then; for Menon may still be able to prove to Nehru that the Communists in those countries were filled with genuine nationalist and anticolonialist fervor, and therefore represent historical forces that should not be interfered with."

In the coming months Menon may be in an even closer geographical and political position to influence Nehru. Recently a New Delhi bungalow once occupied by a high British army officer was placed at his disposal and close friends say that he hopes to settle down in it near the master. His only qualms about the idea spring from the fact that today he has far deeper roots in England than in India. Last year when he took the seat that Nehru had engineered for him in India's Council of States, a fellow councilor made a speech in Malayalam, the language of Menon's birthplace. The president of the council smilingly invited Menon to translate the speech into English. Menon angrily shook his head: he had forgotten Malayalam. (He seems averse to speaking Hindi too.) Such apparent alienation from his homeland will of course make a fine weapon for jealous New Delhi politicians seeking Menon's hide.

There are many of the latter—some of whom distrust Menon as an irresponsible poseur, some who fear his left-wing socialism but there is also the headstrong Panditji. In his eagerness to bring Menon home Nehru proposed to his cabinet a few months ago that Menon take over the post of foreign minister which Nehru at present holds along with the prime ministry. Three cabinet ministers instantly threatened to resign. Nehru backed down but last week, on the eve of his visit to Red China, he trotted out his oft-repeated threat to resign. American observers believe he was resorting to this threat in order to have his way on a couple of matters. The first involved economics, for Nehru wants to turn India more to socialism. The second involved Menon, whom Nehru once again proposed for foreign minister. These observers, realizing that the powerful, stubborn Nehru will probably get what he wants in the long run, still see wry justice in the fact that Nehru's international troublemaker should be making such trouble for Nehru at home.



STATELY EXIT is made by the theatrical Menon, leaving U.N. podium after recent speech. He seldom puts his cane aside, even for speechmaking.

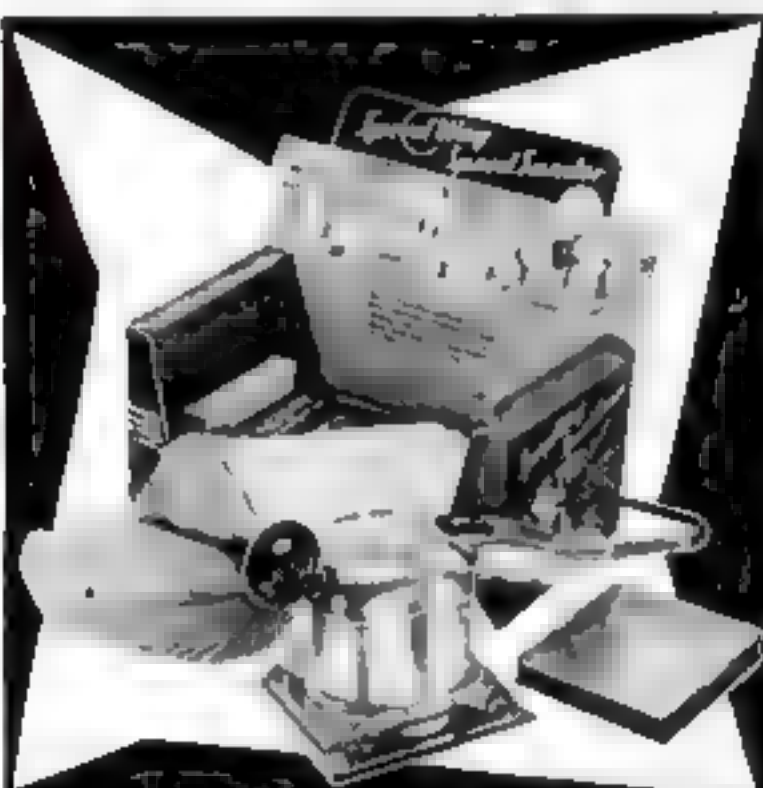


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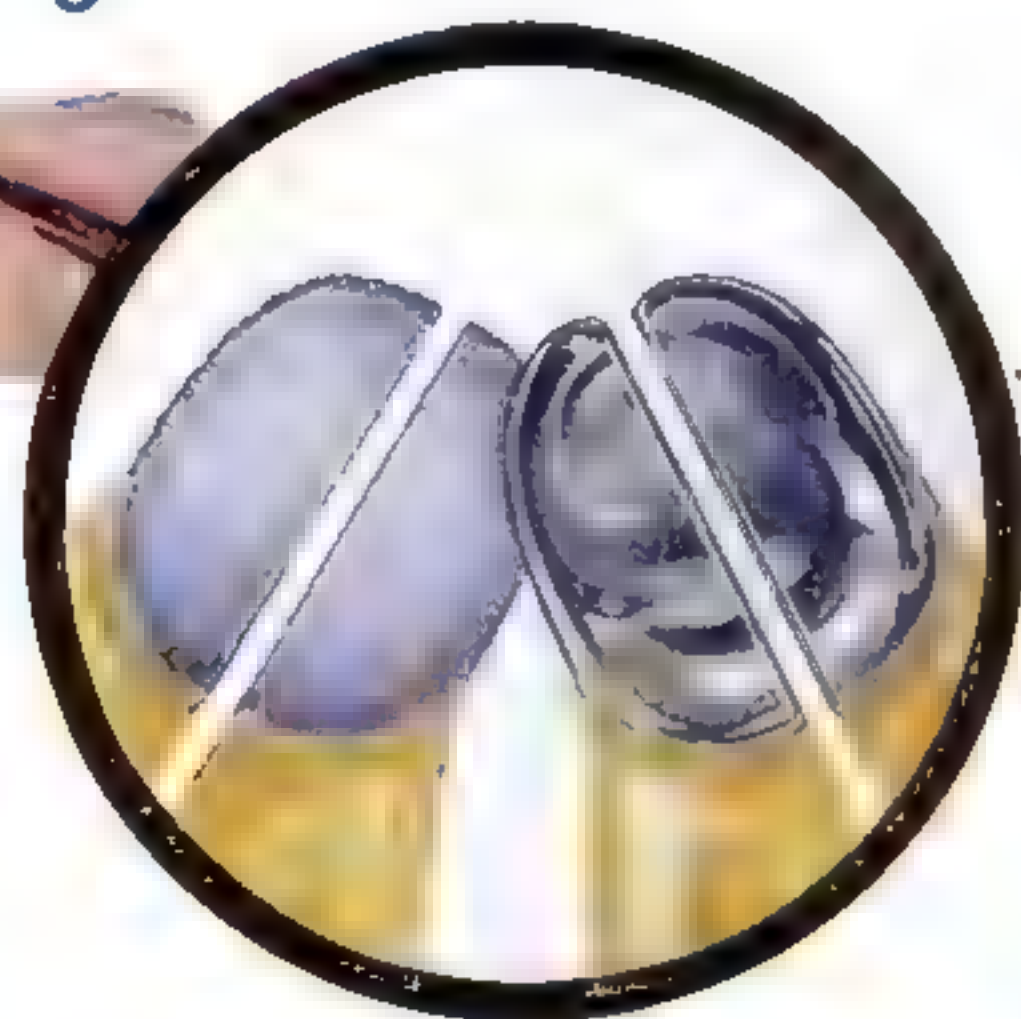
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SPATTERED WITH MILK, BROWNIE AND SQUIRRELY JOCKEY FOR FAVORABLE POSITIONS AS BLACKIE (REAR) MOMENTARILY CORNERS STREAM OF MILK FROM COW'S UDDER

DIRECT TO CONSUMER

A California dairy farmer teaches his cats to sit up and beg when cows come home

At milking time, on Arch Badertscher's dairy farm near Fresno, Calif., the three farmyard cats go into their favorite act. Standing expertly on their hind legs, Squirrely, Brownie and Blackie shoulder each other for the best position to catch the warm, delicious stream of milk which Badertscher fires at them. Oldest of the trio is Squirrely. Badertscher found her as a kitten nine years ago

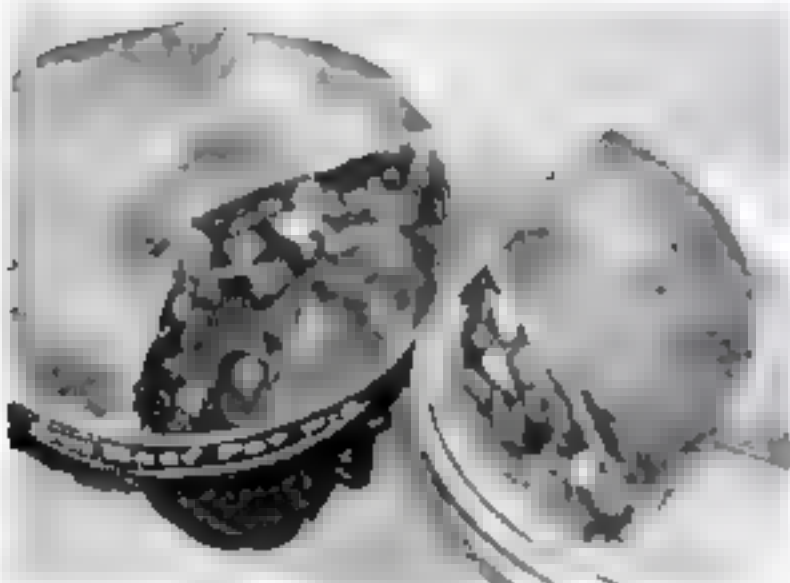
and decided to train her when he saw her rise for a playful squirt. Brownie is her son, and Blackie just wandered in one day and joined the act. Squirrely has at least one litter every year, and Badertscher has taken to training the kittens (p. 164), finding them in great demand by neighbors. Now, all over the community, Squirrely's descendants perpetuate the act that made the family famous

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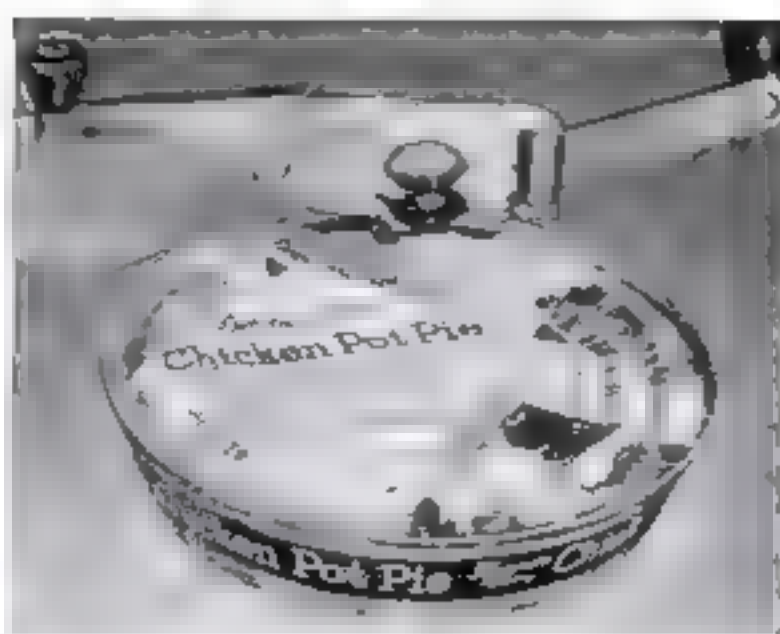
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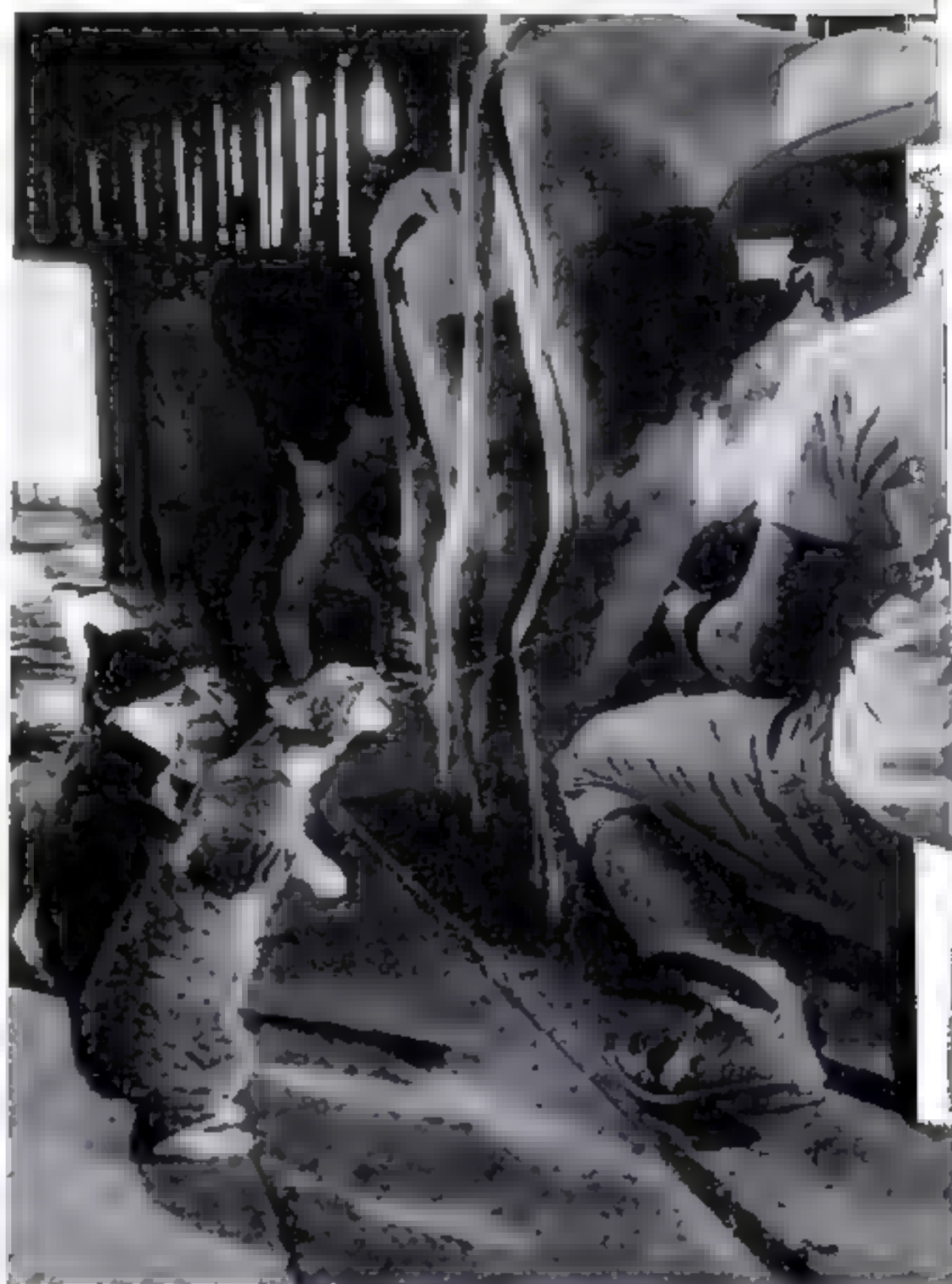
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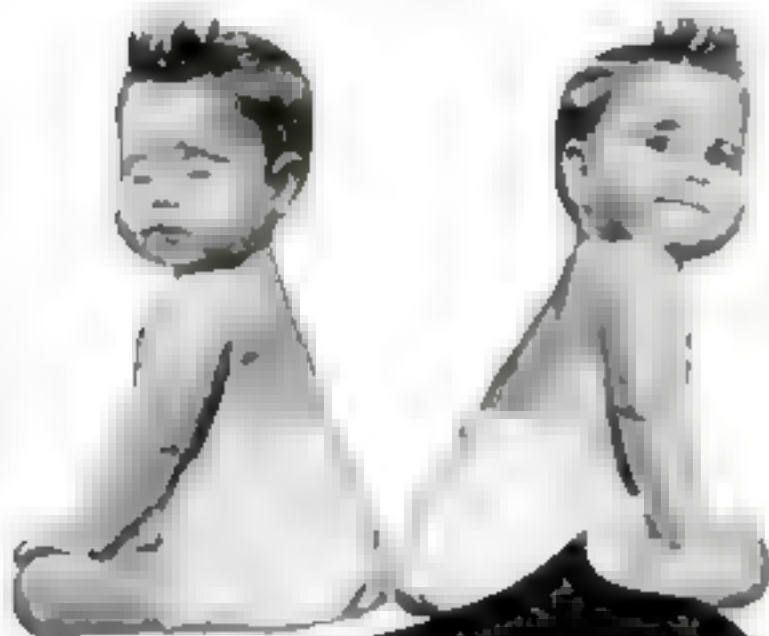
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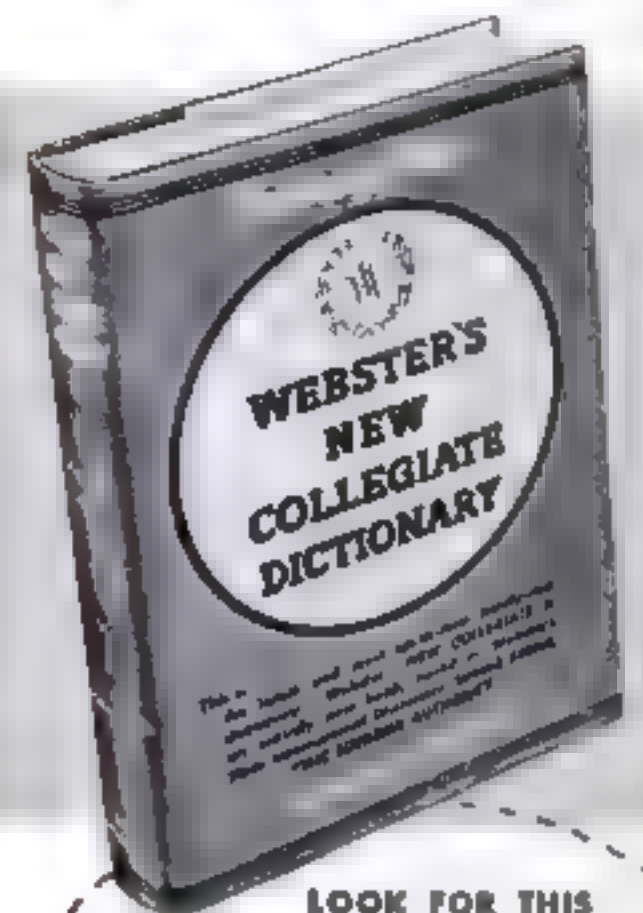


THEIR FIRST LESSON is given Squirrelly's latest litter, which was fathered by Blackie. Badertscher holds kitten's head as he gives it a taste of milk.



ON THEIR OWN after only one lesson, the kittens have already learned to sit up and beg. When stream is too high, they reach up and try to bat it down.

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- Helps Plate Fit Snug
- Helps Prevent Clicking

MONTH'S SUPPLY ONLY 60¢
At All Drug Stores

MIRACLE
VALUE!

\$99⁹⁵

NEW 1955

Olympic

First to Break \$100!

Idea: second TV set for your home
See your nearest Olympic dealer for
Miracle Value TV, radios, combina-
tions and hi-fi, or write—

Olympic Radio & Television, Inc.
Olympic Building
Long Island City 1, New York

*one kid
tells another*



"My hat is an Eagleknit!" It's kids' talk,
but they sure know what they're talking about.
Such style! Such variety! See the dashing new "pony tail"
...the happy "pixie"...the merry "elf." Yes, the
new all wool Eagleknits are knit-to-fit, to give kids
all the warmth and comfort they need. And they're so
easy on your budget, too! Right now your favorite store is showing
these exciting new Eagleknits. See them today!

Eagle Knitting Mills, Inc., Milwaukee 4

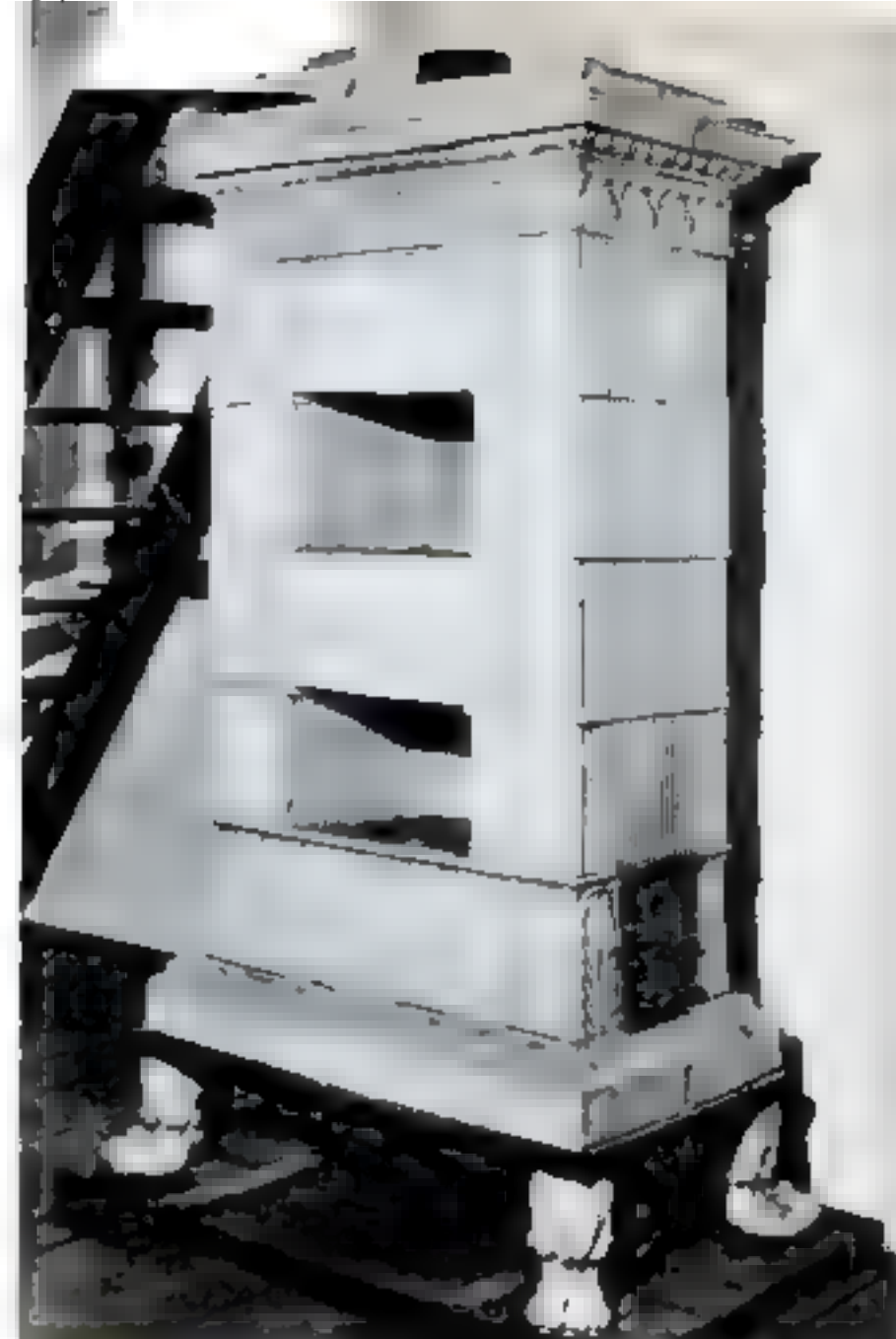
EAGLEKNIT®





SHAPING TOOLS, now in museum, put final finish on pewter, which Salem produced for own use.

TILE STOVE, built in Salem from local clay in 1830, is one of five known to be still in existence.



MORAVIAN TOWN REPRIEVED

Winston-Salem saves its old settlement

In 1766 the Moravian brethren established on a gentle slope in the North Carolina wilderness a village called Salem. The Moravians, a devout, simple-living people, had first come to America from Saxony in 1735. Their Salem became an extraordinary, carefully planned piece of Middle Europe set in an alien land. Its buildings were of enduring brick, with tiled roofs, gracefully hooded doorways and double tiers of dormer windows. The community's controlled economy discouraged competition, forbade individuals to own land. The town became Winston-Salem and the old Moravian site all but vanished in the booming city. Citizens started a drive to reprieve Old Salem, preserving the many buildings still standing and filling them with the still sturdy furnishings of a gifted people. By 1966, its 200th anniversary, Old Salem should be largely restored.



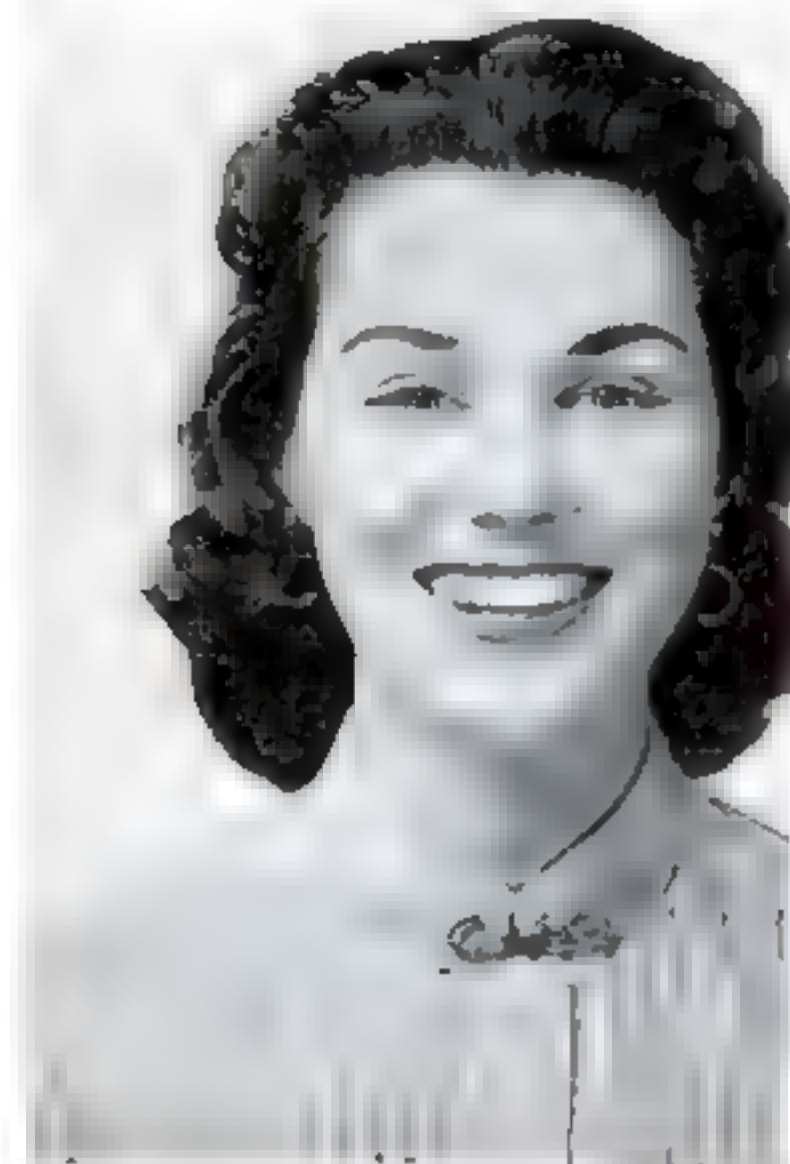
ORIGINAL SETTLEMENT, partially shown in model, covered 20 blocks. Church is in top center. Goal is to restore area and most buildings for \$3 million

PARLOR of the restored Luck-Boner house shows chaste simplicity of Salem homes. Old owners' portrait is on wall. All major furnishings except clock were locally made. The chair seat is of deer hide.



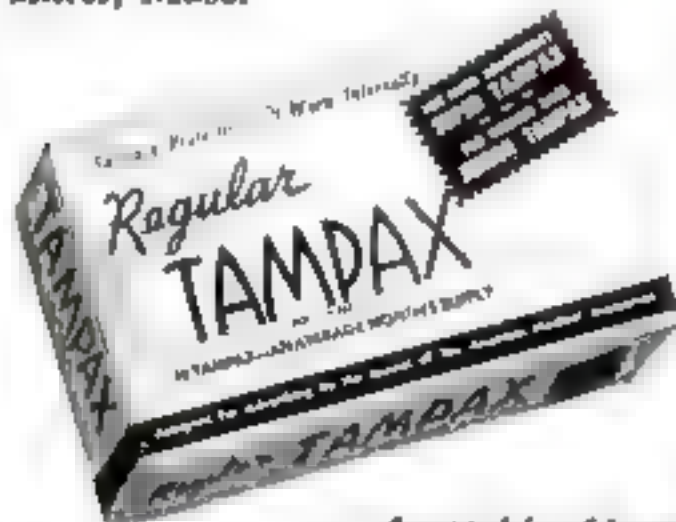
OLD CHURCH (at left) was built in 1800 with traditional eyebrow arches of brick above its many-lighted windows. Its congregation numbers 2,000. Winston-Salem has Moravian population of 9,000.

"You'd have thought
I gave her
a million dollars..."



"Betty was visiting my house, and asked to borrow some sanitary protection. Well, of course, I brought out Tampax; both mother and I use it. Turns out she'd been wavering for some time on a 'should-I-shouldn't-I' basis, and was really pleased to have an excuse to try Tampax. She had a delighted look on her face the rest of the day...kept saying 'I can't believe it—I can't even feel it—it's wonderful.' Ever since she's been almost embarrassingly grateful. You'd have thought I invented Tampax!"

It's nice to tell friends about Tampax—about its easy dispensability—the way it prevents odor from forming—and all the other advantages of internal sanitary protection. If you're happy about getting rid of belts, pins, and bulky external pads, why not share your enthusiasm? As you know, Tampax is available at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Month's supply goes into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

OLD SALEM CONTINUED



OCTAGONAL RAILS of wrought iron have stood outside the Home Moravian Church for 151 years. Made of special alloy, they are unpainted, never rust.



HANDMADE STAIRCASE, dating from 18th Century, stands in Salem Boys' School, now restored and last month rededicated as Wachovia Museum.

CONTINUED ON PAGE 171

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get
**FAST
RELIEF** with



the way thousands of
physicians and dentists recommend.

HERE'S WHY... Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin today!

NEW MINTS Medical Proven

Quickly **RID STOMACH** of **GAS**

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDol[®] Mint contain incredibly fast BiSoDol medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy counter remedies that are over half plain sugar. Feel wonderful fast with new, medically-proven BiSoDol Mints.

It is Stopette...

the same famed

deodorant

formula

now in a

creamy

cream



new
Stopette
CREAM

positive deodorant
and anti-perspirant

In a new swivel case. Just twist up and stroke on this day-long under-arm protection... with Stopette's Anti-Immunity Factor.

JULES MONTENIER, INC. Chicago



Autumn days call for lined Blue Bells!

They'll be snug as bugs in Blue Bell jackets and dungarees lined with fleecy cotton suede to match gay patterned shirts.

(Rugged boys' dungarees come with vulcanized double knees that *won't* wear out!) See Blue Bells for yourself, too—a complete line of high-quality, long-wearing, low-cost casual clothes for the entire family—all *scientifically* sized, Sanforized, washable.

Shown in panel: matching suede-lined jacket, dungarees and shirt



Look for the informative Qualitag that guarantees finest fit and quality at low price.

Have you discovered Franco-American's sensational Beef Gravy?

It's ready to serve—rich, smooth and low in calories. Here are 7 quick, easy miracles you can perform with it!

NOW you can have gravy—ready any time you want it—even if there isn't a sliver of meat in the house!

And what *gorgeous* gravy—with that real roasting-pan flavor!

The ingredients that go into Franco-American Beef Gravy are selected as carefully as you yourself would pick them. There's stock from lean, high-quality *beef*. Farm-fresh onions, celery, and ten other ingredients. All blended together *smoothly*, to give a rich, velvety texture.

The result is perfect gravy that looks and tastes *homemade*.

And what a miracle-worker when it comes to dressing up food! For instance, you'll find that Franco-American Beef Gravy is perfectly delectable with hamburgers, chops, or meat loaf. It adds the king's taste to a grilled steak.

Children adore it on potatoes, noodles, rice, hot biscuits. And it transforms a leftover into a whole new dish.

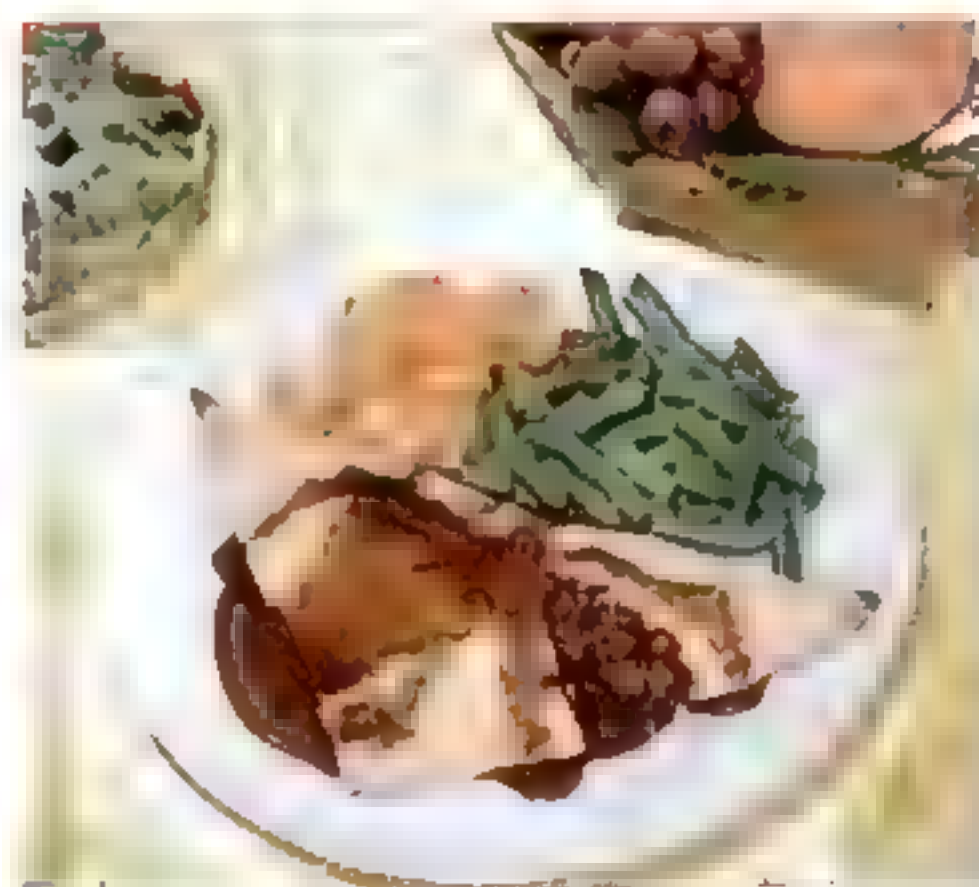


If you haven't discovered how rich and brown and *ready* Franco-American Beef Gravy is, why don't you put it on your shopping list? Right now is not too soon.

HELPS YOU DIET. Franco-American Beef Gravy contains very few calories. Only about one-quarter of the number you get in homemade gravy.



Hot roast beef sandwich (restaurant style). Slice down the last of Sunday's roast, with no regrets that the gravy has long since disappeared. Simply place meat on bread or toast, and ladle on plenty of hot Franco-American Beef Gravy.



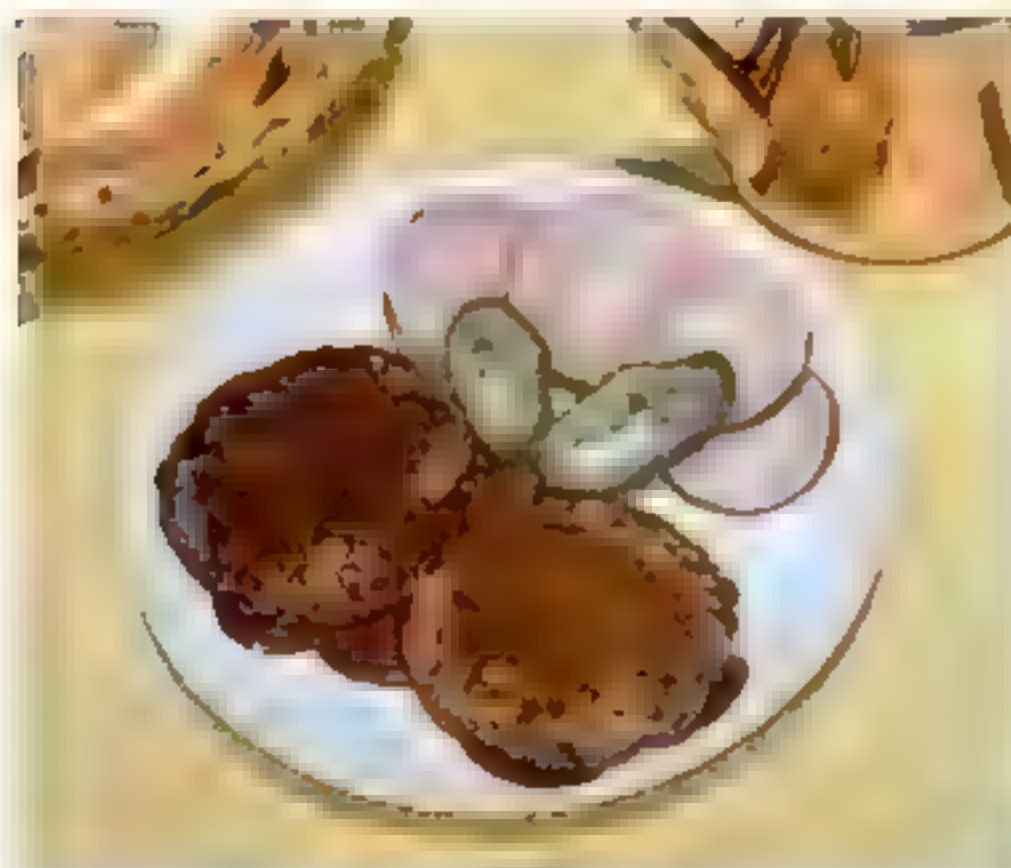
Beef turnovers! Moisten chopped cooked beef with Gravy. Roll pastry dough, cut into squares. Place meat mixture on each square; fold into triangles. Pinch edges together. Bake 20 minutes at 450°F. Heat rest of gravy, pour over turnovers.



Beef stew in a hurry—thanks to Franco-American Beef Gravy! Simmer one cup cubed cooked meat, a few carrots, onions, potatoes, with a can of Franco-American's pride and joy. Then watch how your menfolk clean their plates!



Try Beef Gravy Shortcake tonight! Brown ½ cup finely chopped onion in 2 tbsps. shortening. Blend in 1 can Franco-American Beef Gravy, add 1 cup cooked cubed beef. Cook 10 minutes, stirring often. Serve over hot split biscuits.



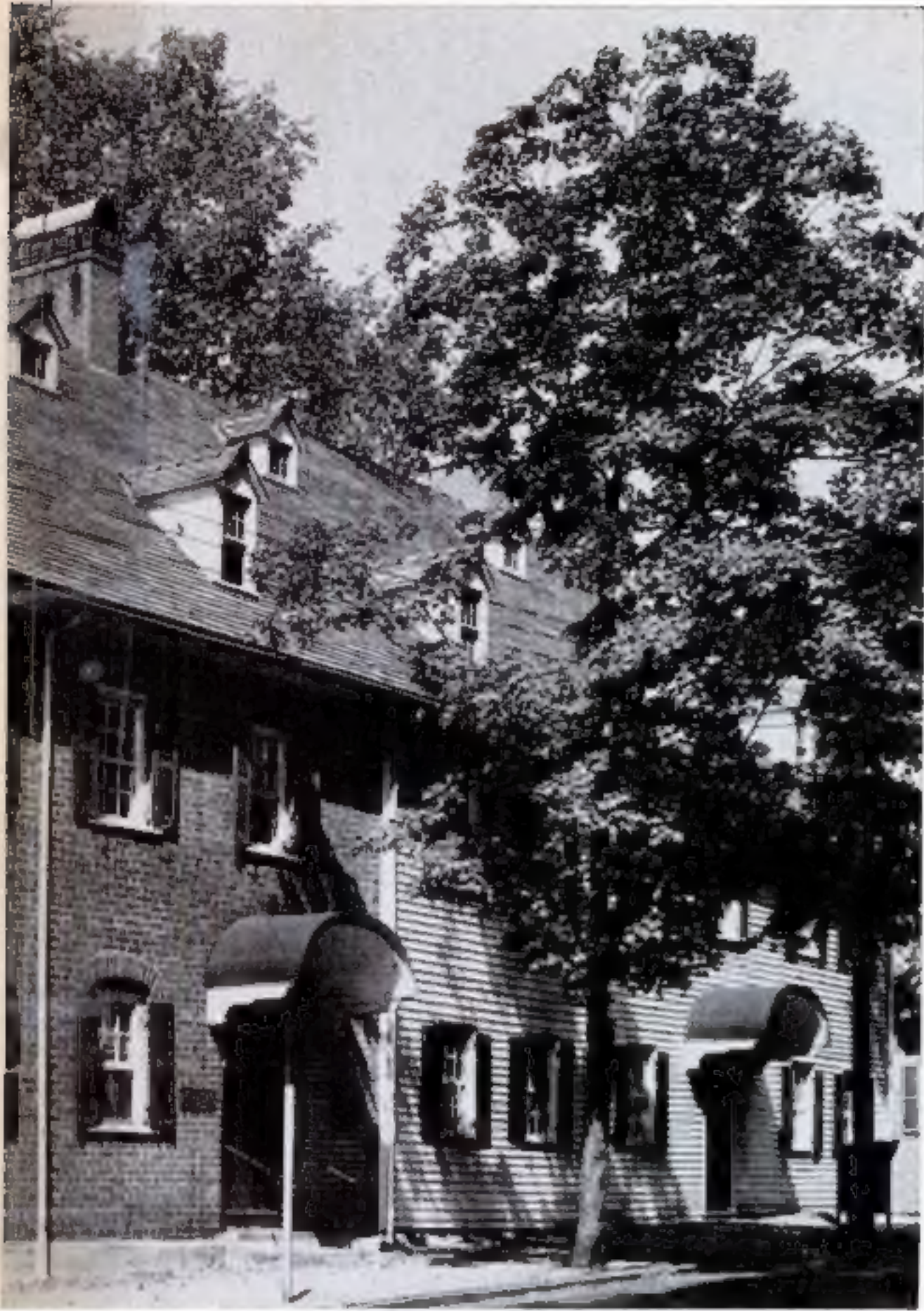
Put a hole on hamburgers! Ever try hamburgers with *gravy*? Yes, gravy—the smooth, brown, rich kind that Franco-American makes. And see how this low-calorie gravy can add flavor to roast beef hash, leftovers, baked potato.



Noodles with a nifty top hat! A little leftover meat and noodles make a marvelous main dish when you add Franco-American Beef Gravy. It's the roasting-pan flavor in this remarkable gravy that does it! Made from fine lean beef.



Make meat loaf taste beefier! Use Franco-American Beef Gravy instead of liquids in your favorite meat-loaf recipe. And before serving, ladle on more of that smooth, delicious gravy. See if your family can tell it isn't homemade.



BROTHERS' HOUSE, where boys lived from age 14 until they married, has characteristic Moravian architecture: hooded doorways, double dormers.



GOD'S ACRE, as the Moravians call their burying ground, contains row on perfect row of identical gravestones, to show that in death all men are equal.

an Alligator coat makes sense

It's so true!

it's the "coat you'll live in"



at just \$8⁵⁰ to \$49⁷⁵

The outstanding thing that sets Alligator apart from all other outercoats is their complete adaptability for any weather, any season. You get more protection, more usefulness, more value for your money—in addition to generous "extras" of casual styling, dash, flair! And you get a wide choice of classic gabardines and other fabrics in a variety of handsome patterns and colors, all water repellent processed. Choose an Alligator—you'll agree it is "the coat you'll live in"—sun, rain, cold!

Famous GOLD LABEL

America's Most Wanted Gabardine shown left. Luxuriously tailored of finely woven all wool worsted. Water repellent processed. A great value at \$40.75. Also 50% Dacron*, 50% Wool Worsted Gabardine \$40.75. Dacron and Rayon \$29.75.



SMART PATTERN VARIETY

All Wool Shetlands at \$35.75. Other luxurious fabrics in rich pattern and color variety as low as \$25.75. All water repellent processed for year 'round wear.



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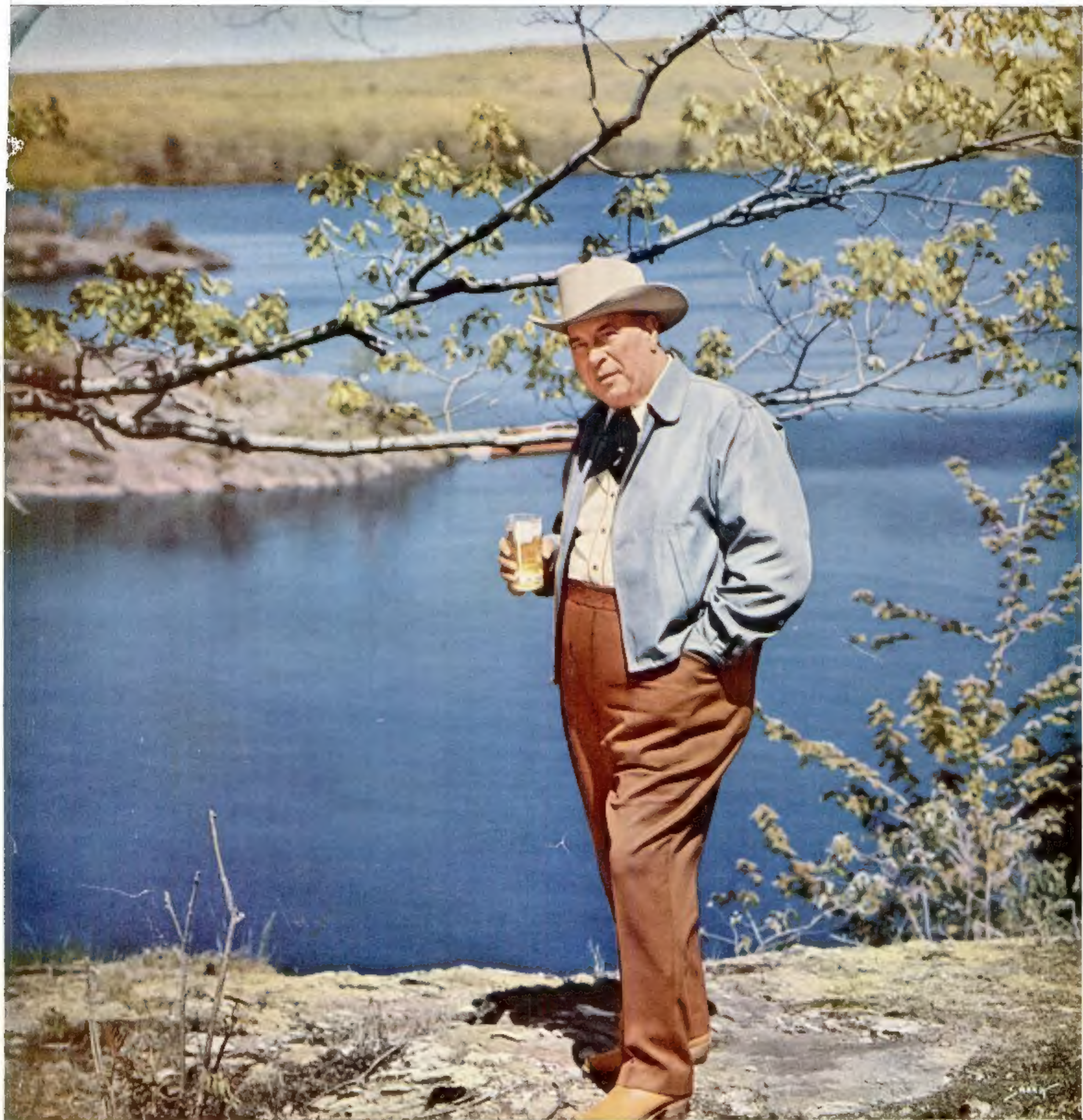
*DuPont's Polyester Fiber



FOOT-LOOSE AND FREEWHEELING

James, a Florida tortoise, is—or was—the pet of the Richard Odiorne family of Yellow Springs, Ohio. James lived in the yard, a thong tethered to his right hind leg, but last July he disappeared. Later he was found, with the right hind leg broken. Mrs. Odiorne bandaged the leg on a splint fashioned from a cookie

cutter. Then, to give James a kind of mobile crutch, she fastened a furniture caster to his bottom with electrician's tape. James got about as well as ever, wheeling around the yard and leaving behind him a caster track in the sand. But the next day he was gone again, caster and all, and has not been seen since.



GEORGE N. KAYE is shown above at his cattle breeding ranch in New York. In the background is lovely North Lake, where he and guests swim and fish.

New "Man of Distinction" is triple-threat business man!

Distinguished rancher . . . distinguished banker . . . as well as distinguished clothing manufacturer! That's Lord Calvert's newest "Man of Distinction": dynamic George N. Kaye, president of Timely Clothes, Inc., president of the Millerton (N. Y.) National Bank and owner and operator of the Kaye Ranch, where he breeds prize polled Hereford cattle for show and sale.

It is to satisfy the demanding tastes of persons like Mr. Kaye that Lord Calvert was created. That's why only the very choicest of all the millions of gallons distilled by Calvert are set aside for this aristocrat of whiskeys. By the same token, that's why your liquor cabinet is incomplete without a bottle of Lord Calvert . . . for favored guests . . . and for yourself.

LORD CALVERT...FOR MEN OF DISTINCTION

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS COMPANY, N. Y. C.





What makes a Lucky taste better?

“IT’S TOASTED” to taste better!

Baseball's fabulous Ted Williams is an expert fisherman and an enthusiastic Lucky smoker. "Indoors and outdoors, Luckies are really a great smoke," says Ted. "They give me what I'm looking for in a cigarette. That's better taste." Luckies taste better because Lucky Strike means fine tobacco. Then, that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—brings Luckies' fine tobacco to its peak of flavor . . . tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That's our story: a Lucky tastes better because it's the cigarette of fine tobacco . . . and "It's Toasted" to taste better. So, to get better taste, get Lucky Strike.

LUCKIES TASTE BETTER, Cleaner, Fresher, Smoother!

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Off the Florida Keys, Ted Williams hooks a bonefish—a terrific fighter. Ted's own company makes the glass rod he uses—the Ted Williams 9-footer.



It's a big one—a real beauty! Below, right after weighing up his catch, Ted relaxes and enjoys a Lucky. "I like Luckies best," he says. "They taste better."

